

THE QUILL

A MAGAZINE FOR JOURNALISTS



February, 1952

AN INTERVIEW WITH A U.S. AIRMAN
Pfc. Jim Reynolds (right) shows a book to Sergeant Sgt. Earl
Bryant, writer of Korea now with the 51st Air Division. See page 10.

30 Cents

OIL NEWSLETTER

PREPARED BY THE OIL INDUSTRY INFORMATION COMMITTEE

NUMBER

27

OF A SERIES

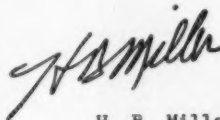
FOR YOUR INFORMATION:

Everyone who has ever worked in the newspaper business knows the meaning of competition...the hustle, bustle, push and rush to get the story first...to hit the street before the opposition...to get a better story...or an exclusive story...to outwrite or outshine your competitor or competitors. Chief beneficiaries of this ceaseless contest are the American people. Although they are none too aware of it at times, the spirited competition within the newspaper industry gives them a better product and better service...and enables them to be the best informed people in the world.

So it is with the oil industry. Competition is the driving factor which keeps every oilman on his toes...regardless of whether he's an explorer, producer, refiner, transporter, distributor or anything else. He has to keep pushing, as the newsman must, for if he doesn't he'll be "scooped" right and left, and his "circulation" figures will decline accordingly, as the people turn to a better product. If you don't think the competition is rough, ask any jobber or dealer...or any service station man. He'll tell you what he has to do to keep ahead of the other fellow - across or up or down the street. Here again, the American people are the winners, for they receive not only more and better products at reasonable prices, but also improved services and newer products as fast as they can be created. All this contributes to a standard of living for the American people which is the envy of the world.

Competition spurred the nation's oilmen to their greatest accomplishments in 1951. Records were toppled in every department as American oil companies vied to supply more of their own products to meet the record-breaking demand of the people for petroleum. That contest will continue unabated in the current year. Available forecasts indicate that demand will increase another four to five per cent in 1952. All along the line, the race for that new "circulation" is going on. By the end of the year, there undoubtedly will be a flock of new records...virtually all of which will stem from this curious American trait of trying to do something better than our competitor.

Competitive enterprise is the lifeblood of the American way of life. Make sure in '52 that it isn't ham-strung or strait-jacketed, for freedom of competition is just as important to the oil industry as freedom of speech is to the press. If you would like any further information about the oil industry at any time, don't hesitate to write, wire or phone.



H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.

Bylines in This Issue

IN the last issue of *THE QUILL* Alexander F. Jones, president of the American Society of Newspaper Editors, criticised federal encroachment of freedom of information. He particularly decried President Truman's directive extending security classification to all civilian departments. In this issue he is supported by a United States senator.

Senator James P. Kem, a Republican from the President's home state of Missouri, points out the effects of Mr. Truman's directive on Congress in "Senator Asks Showdown to Free Information" (page 11).

Senator Kem was born at Macon, Mo., educated at the University of Missouri and Harvard Law School. He has practiced law in Kansas City and served in World War I.

He was elected to the Senate November 5, 1946. His committee assignments in the 82nd Congress are Agriculture and Forestry and Interstate and Foreign Commerce.

His call for a showdown on the suppression of vital information goes beyond partisan politics for, as he says, "The open forum of public discussion has been, and will ever be, the greatest enemy of tyranny."

TOO many newspapers, especially small newspapers, avoid local issues as editorial targets. It is so much simpler to criticise affairs in Afghanistan than in your own city hall. The chances are you'll eat lunch with the mayor the next day; you'll never meet an Afghan.

Robert P. Studer, in "It Takes Guts to Write Local Editorials" (page 7) tells how his small daily won readers for its editorial page by taking a vigorous role in commenting on local problems. One of Studer's many jobs, as assistant managing editor of the *Alhambra* (Calif.) *Post-Advocate*, is to write its local editorials.

A native of Elgin, Ill., Studer headed west in 1937 when newspaper jobs were scarce. He worked for one small California paper for six months for no pay but experience. He got it, from reporting to sweeping out.

A year later he went to his present paper as a copy boy, graduating to a job he describes as "photo-telegraph-suburban" editor. He has been assistant managing editor for a year.

He was inspired to improve his own editorial page by the woeful lack of local editorials in many exchanges.

MOST newsmen are familiar with the usually dull but sometimes hilariously entertaining pages of the *Congressional Record*. But it will surprise many of them to discover that



THOMAS S. HANEY

it is not as exact a record of what was actually said on Capitol Hill as they have thought.

Thomas S. Haney, author of the sprightly "Congressional Record?" (page 8) bounced into the newspaper business from a rubber factory.

Born in Akron, Ohio, twenty-nine years ago, Tom started what was to become a career in journalism by doing special correspondence for the *New Orleans Item* while a student at Loyola University of the South.

Back home in Akron, Tom decided to take a fling at business and naturally started with a job in one of his home city's rubber factories. That lasted exactly six weeks. He went back to his original choice with the *United Press* at Columbus.

After bureau work in the Ohio capital, Tom joined the *Akron Beacon Journal* staff. In 1949, he was assigned by the *Beacon Journal* to the Washington Bureau of Knight Newspapers, Inc.

ENCYCLOPAEDIA BRITANNICA, the grand-daddy of reference books, believes picture news is here to stay. Britannica has used pictures to help tell its own story for many generations. It has also interested itself deeply in photo-journalism.

James Colvin, director of public relations and a member of the encyclopaedia's board of editors, believes that even in this picture-conscious day, the photographer is too often the stepchild of newspaper staffs directed by men who reached their rank as writers. He says so, in "Photo-Journalism Is Here to Stay" (page 10).

Jim Colvin has spearheaded Britannica's competitions in use of pictures as news. But he himself came to his present job with a writing background.

A graduate of Loyola University, Jim spent nearly a decade as reporter

and rewrite man on the *Chicago Daily News*, following by a year as staff writer and an associate editor of *Popular Mechanics* magazine. This period included a Nieman Fellowship. Afterward, as a Naval officer, he was historian of the Navy Supply Corps.

Jim handles public relations for all Britannica publications, including Britannica Junior, Book of the Year and World Atlas as well as the Great Books of the Western World.

THE newspaper photographer may sometimes be a staff stepchild in comparison with his writing fellow-worker, as James Colvin asserts in this issue of *THE QUILL*, but most editors at least have an eye for a pretty girl. Especially magazine editors, even when the topic may appear remote from "cheese-cake."

Richard L. Neuberger, well-known writer on the Pacific Northwest and Alaska, tells some of his experiences in "Not Too Many Clothes" (page 12). This highly amusing article represents a typical change of pace from Dick Neuberger's last appearance in *THE QUILL*. In the April, 1950, issue he wrote a stinging attack on the ineffectiveness of the party newspaper.

Dick Neuberger's typewriter can both attack and entertain, as his success as a free-lance writer for many national magazines has shown. A liberal who enjoys a fight, he is a Democratic state senator in Republican Oregon. (His wife is an assemblywoman.) He is Northwest correspondent for the *New York Times* and a former reporter for the *Portland Oregonian*.

Dick is a native of Oregon who attended its state university and has spent his 39 years there except for war service as an army captain. He is the author of several books, including the recently published "The Lewis and Clark Expedition," first of Random House's American Landmark series for children by a Westerner.

WHEN Uncle Sam brings journalists to the United States from friendly foreign nations, it is important that they see more than our defense and newspaper plants. The Washington Professional Chapter of Sigma Delta Chi figured they ought to meet American newsmen socially to learn what makes us tick.

The State and Defense Departments thought it was a fine idea, too. Jules B. Billard, author of "Journalistic Hands Across the Sea" (page 19), reports that he, as one such host, had a wonderful time. As a native of El Paso, he contributed to the linguistic gaiety of the occasion in border Spanish and rusty French.

A 1938 journalism graduate of the University of Texas, he landed his first job with the *United Press* in his home town. After four years in various *UP* Southwest Division bureaus, he held public relations jobs from Texas to Los Angeles to New York to Miami. He left Miami in 1950 (he was directing publicity there for National Airlines) to become science editor of *Pathfinder* magazine.



Advertisement

From where I sit by Joe Marsh

PFC. JIM REYNOLDS, author of "Soldiers With Typewriters" (page 16) is one of an increasing number of young newspapermen turning up in uniform these days and wearing arm-



JIM REYNOLDS

bands designating them as part of Uncle Sam's P.I.O. organization.

He tells how a staff of ten men covers the training of the 47th "Viking" Division in a southern camp by doing exactly what the infantrymen themselves do to prepare for war.

The result, in features and pictures, shows up in many newspapers.

Jim, a journalism graduate of Oklahoma A. & M. College, was in the *United Press* bureau at Albany, N. Y., when he was drafted a year ago. His training with the 47th included a course at the Armed Forces Information School at Fort Slocum, N. Y.

He joined *UP* at Buffalo after a year's graduate work at Syracuse University's school of Journalism.

CLYDE HOSTETTER, author of "A House Organ Editor Can Enjoy His Job" (page 15), edits *Future*, the monthly magazine of the United States Junior Chamber of Commerce. Future might more properly be called an association publication than a house organ but Clyde assures the editors of *The Quill* that the job has many of the same satisfactions as well as the same headaches.

Clyde came to his present post after daily newspaper experience and work in state public relations. He had been a reporter-photographer on the *Topeka Daily Capital* and publicist for the Kansas Industrial Development Commission.

A graduate of the University of Missouri school of journalism, Clyde served as an officer on a Navy tanker in the North Pacific.

They Do "Give A Hoot" For Easy

Easy Roberts finally got rid of the noisy pigeons that used to whoop it up under his eaves.

He must have tried a dozen ways to scare them off. But no matter what he did, they would be back cooing by his window the next morning.

Then Easy thought of an old stuffed owl he had in his attic. He propped it on the roof so's all the pigeons could see it. They left . . . and three hoot owls have taken their place. Easy swears the hooting is even worse than the cooing of the pigeons.

From where I sit, quite often a "bright idea" will turn out to be "not so bright" after all. That's why we should never be too cocksure of our ideas and opinions—but always try to keep an open mind. I believe a refreshing glass of beer is the best thirst-quencher—you may believe differently. But who's to say one's right and the other wrong? Let's just practice tolerance. It'll save a lot of hootin' and hollerin'.

Joe Marsh

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THE QUILL for February, 1952

THE QUILL

A Magazine for Journalists
Founded 1912

Vol. XL

No. 2

An "Abused Figure of Speech"?

FREEDOM of the press came under fresh attack in recent weeks, and from unexpected quarters. One incident occurred in Bermuda, a British colony, and the other in London itself. In the same period my attention was called to a remarkable document in defense of Argentina's seizure of *La Prensa*.

In Bermuda, the *Royal Gazette* incurred the wrath of the house of assembly, the oldest colonial legislative body in the empire, when it published an account of a parliamentary debate that had been ruled secret. The absurdity of the secrecy ruling, as any newspaperman would see it, was that the assembly decided to call the debate off-the-record only after it had been held openly.

The editor of the *Gazette*, who had submitted to this sort of *ex post facto* ruling on two previous occasions, this time rebelled and deliberately printed an account of the debate. He held that if the general public had heard the debate, it was news. He stood by his guns in the face of an indignant inquiry and report by a select committee of the house. (The text of the committee's report was printed in the January 12 *Editor & Publisher*.)

THE house first held the editor guilty of breach of privilege and barred him from its sessions. It later rescinded this because such punishment did not "seem appropriate to the offense." By appropriate the Bermuda legislators meant mere expulsion from the press gallery was not severe enough punishment for the wretch.

But the investigating committee had to admit in its report that nothing more severe could be done about the matter. It was advised that under rulings of the Privy Council in London, colonial lawmakers do not have penal powers to punish "breach of privilege" or "contempt." The mother parliament in London has broad powers over publication of its debate, but is too wise to exercise them.

The committee had to content itself with a recommendation that the house explore legislation to curb editors in the future. It grumbled that the position taken by the editor of the *Royal Gazette* "is tantamount to saying that as far as his paper is concerned it is he, and not the house, who should be the arbiter of what is in the public interest." The episode would seem to indicate that in this interpretation of the editor's view, the assemblymen were inadvertently correct.

The newspaperman's position was not made any more comfortable when one of the stockholders in his own paper called his attitude "presumptuous." The stockholder wanted no nonsense about newspapers. They are in business to make a profit, he said. If they "can inform the public at the same time, well

and good." He added, according to wire service reports:

"There is no more abused figure of speech in the English language than freedom of the press—freedom to leave out what they please, freedom to put in what they please. I think it is high time this freedom of the press be curtailed. We must protect ourselves." (Italics mine.) He did not specify who must protect whom.

In London, the *August Times* was ordered to stand trial for abetting violation of a British election law that limits parliamentary campaign expenditure to the candidate and his authorized agents. A week before last October's general election the *Times* carried an advertisement by a Malayan tin mining company attacking the Labor party's policy of limiting dividends.

The *Times* contended that the law was never intended to prevent expression of general political views. Nevertheless it was ordered to trail along with the advertiser.

THE document that came to my hands was a pamphlet purporting to "dissipate the myth of *La Prensa*." It contained apparent excerpts from a forthcoming book. It bore no imprint to show its origin but I know it was sent out by the Argentine embassy. Among its gems of argument were these:

La Prensa's "influence" was a myth because on three occasions in nearly forty years candidates opposed by the great Buenos Aires paper were nevertheless elected president. (One candidate was Juan Peron.) Its "social function" was a myth because it had on occasion criticised trade unionism. It failed in "democratic fervour" because, apparently, it made money. On the last point, the pamphlet conceded, somewhat cryptically:

"In contrast with other newspapers of a more literary and bohemian type, this financial strength allowed it to maintain a certain independence, specially at election time, and freedom from political parties and their bribes, denouncing them in no uncertain terms as anti-democratic." But that, the pamphlet added triumphantly, "was as far as they went."

La Prensa was a conservative paper in a land of social ferment. Its great name was built on its superb news coverage rather than on a crusading editorial page. It was also an honest newspaper which died rather than submit to dictatorship. The pamphlet would miss the point even if its arguments were sound instead of silly.

Totalitarians simply cannot get through their heads that free speech necessarily includes the right to hold and utter unpopular notions. What is more alarming is that too many people of the free nations also seem unable to get this notion through their heads. And the latter include American officials and private citizens as well as British officials or private citizens. CARL R. KESLER

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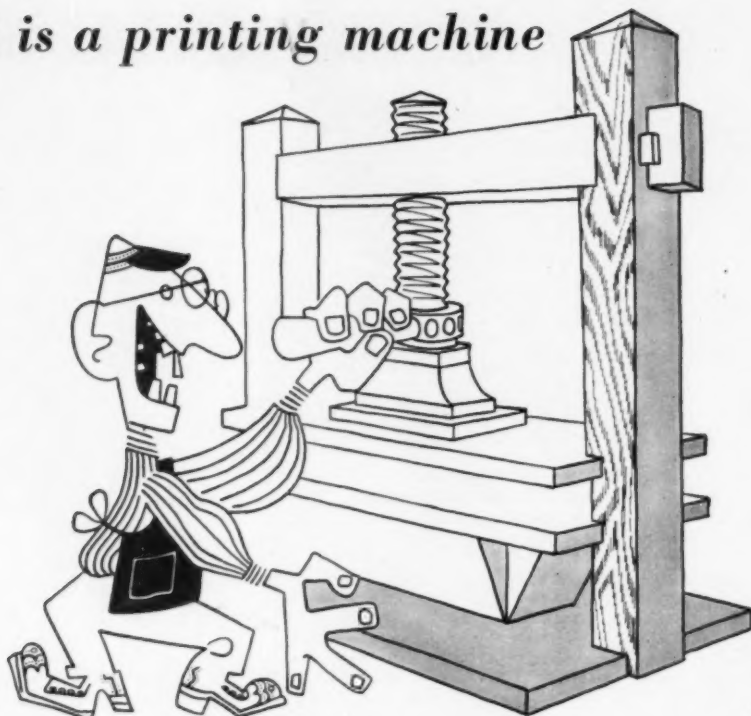
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press is a printing machine



but **Press** is the paper
that owns it



People are impressed with the Press' presses. Confusing? Not if you see it written. Because then you'll notice that "Press" begins with a capital "P," meaning a specific newspaper . . . and the rest of the sentence comes easy after that.

Capital letters are always important in proper names. Coke, for example, is a perfectly proper name for Coca-Cola. As such, it deserves capital treatment wherever it's used. Only by spelling it correctly can you keep its meaning clear.

One thing more. Coke is a registered trade-mark of The Coca-Cola Company, and good practice requires that

the owner of a trade-mark protect it diligently. That's why we ask that you make it Coke, with a capital, please.

P.S. After the press of going to press . . . why not pause for a Coke?

*Ask for it either way
... both trade-marks
mean the same thing.*



THE COCA-COLA COMPANY

THE QUILL for February, 1952

It Takes Guts to Write Local Editorials

By ROBERT P. STUDER

This goes double in a small city where it's simpler to criticise someone you will never meet face to face. When one community daily tackled this problem, it found its editorial page suddenly started to be read.

IT takes guts to write local editorials, especially in small city. It's easy to expound with vehemence and at length about "the administration" or "the Communist imperialists." It's highly unlikely that the editor will ever meet "the administration" or a "Communist imperialist" face to face.

But a local editorial—that's something else. It takes real courage to write an editorial criticizing a city councilman when you are likely to sit next to him at the next Rotary luncheon; to differ with the chief of police about the quality of law enforcement when you are likely to meet him on the street tomorrow morning.

But, until an editor is willing to forge his newspaper into a real power for leadership in his community, he is reneging on one of his most sacred trusts as a journalist. Particularly is this true of the small city daily.

You'd think that these smaller papers, being much closer to their reader and the community they serve than are the metropolitan behemoths, would be filled with pertinent, crackling editorials that will mold public opinion on the many community problems that beset every city in the land.

But a close study of the many "exchanges" that flood our office with every mail fails to disclose an important percentage of local editorials, pertinent and crackling or otherwise.

These editors, and some of them are among my close friends, either expound only on national and international problems or—and this seems to be more prevalent than we like to think—depend upon editorials "canned" for them by services or upon rewriting some metropolitan editorial writer for their material.

APPARENTLY a great many editors are too lazy or too timid to tackle local issues where their writings are likely to encourage heated rebuttal. I hope it is only the former.

We woke up to this same weakness

a couple of years ago when it dawned upon us that few readers were paying attention at all to our editorials. They neither agreed with them, nor disagreed. They just skipped them, and much of the editorial page along with it. We got few letters to the editor.

We started timidly with a few promoting local fund campaigns. This was a start, but it wasn't the answer. They smacked too much of the "against sin" variety of thinking. Most readers still were skipping the editorial page.

About a year ago, we decided to make the *Post-Advocate* a real leader and mold of public opinion in the seven incorporated and unincorporated communities in which we circulate. We tried to think community problems through, and to come up with an analysis and a recommended course of action. We are the daily home newspaper of each of these communities. We have plenty of material with which to work. Today, we average between four and five local editorials a week.

WRITING local editorials, if it is to have any appreciable effect upon local thinking, must be handled just a little differently than national and international issues. Psychology is as important as writing ability. You never can forget that the object of your criticism is a human being, subject to the same emotions and the same susceptibility to injured pride (and a stubborn reaction thereto) as the editor himself.

I've been writing the *Post-Advocate's* local editorials for about a year and a half and in that space of time have had plenty of opportunity to experiment. During that time we have won many an editorial battle until today the editorial page is among the highest ranking in reader interest.

We've succeeded in convincing the community (despite some opposition) that it should dedicate a new recrea-



Robert P. Studer is assistant managing editor and editorial writer of the Alhambra (Calif.) *Post-Advocate*.

tion building to the city's war dead. We've started a community ball rolling to gain recreation facilities for the "elderly." We've been instrumental in defeating local tax and business regulation laws which we considered either unfair or unwise.

We've dispelled community apathy on the narcotics problem, have fought for police and fire department pensions, and have been successful in winning a municipal court for Alhambra. The city today looks with pride upon a brand new courthouse.

We've been instrumental in bringing about county ordinance revisions and we started a fight against an unfair revision in the state's joint tenancy severance law which snowballed through other newspapers to the point where a majority of California's assemblymen have pledged themselves to restore the status quo.

How does one go about writing local editorials that not only succeed in influencing the opinions of local officials but make them like and respect the newspaper that does it?

The answer goes back to that applied psychology I mentioned earlier. We do plenty of "differing," but we are just as free with our praise. If a man does a good job, we say so just as readily as we criticize him if he makes a wrong decision. And, if he changes his mind as the result of one of our editorial campaigns, we commend him editorially for being "big enough" to change his mind when the public welfare warrants it.

Even in our most critical editorials,

[Turn to page 14]



Pages and galley proof receive many corrections before the Congressional Record goes to press late at night after each session on Capitol Hill.

Congressional Record?

Yes and no, for a senator or representative can always change his mind and edit his remarks before they appear in print for posterity. Which is why the government's big and expensive publishing job has been called an account of what our lawmakers wish they had said.

By TOM HANEY

EVERY day Congress is in session the Government goes to a lot of time and trouble—as well as to the tax till—in order to put out one of the least read of publications. It is called the *Congressional Record*.

The 531 members of Congress are the direct bosses of the operation, meaning that it has more than the usual quota of headaches attendant to all publishing ventures. And even in Congress there is widespread doubt over what is accomplished by a major undertaking which was carried on 201 times in 1951.

Still Congress keeps the law on the books authorizing the publication, and Congress keeps on voting the money every year to pay the bill. The tab for the 1951 legislative session ran roughly to \$1,900,000. In this campaign year the total is virtually certain to go well over the \$2,000,000 mark.

SUPPOSEDLY, the *Record* is an accurate, word-for-word stenographic account of everything that is said in every session of the House and Senate. Actually, it is not.

Every word is taken down by high-speed shorthand reporters working with small bottles of ink strapped to their wrists so pens never run dry. However, as fast as notes can be transcribed and typed, the material is rushed back to the lawmaker from whence it came for review.

He can rewrite, strike out, add something he didn't really say—in fact, he can change the copy any way he pleases. The situation is such that a writing team doing a piece for a national magazine recently described the *Record* as an account of what members of Congress wish they had said.

Production of the *Record* is handled by the Government Printing Office. Every day there is a session of either legislative body, GPO messengers begin running okayed copy the dozen blocks from the Capitol to the world's largest printing plant about 6 p. m. The plant has a 9 o'clock copy deadline but the rule isn't hard and fast.

It can't be. Members often carry off their transcribed remarks for revision and forget to turn them back. More than once a distinguished lawgiver has shown up at the plant late at night, delivering *Record* material in white tie and tails.

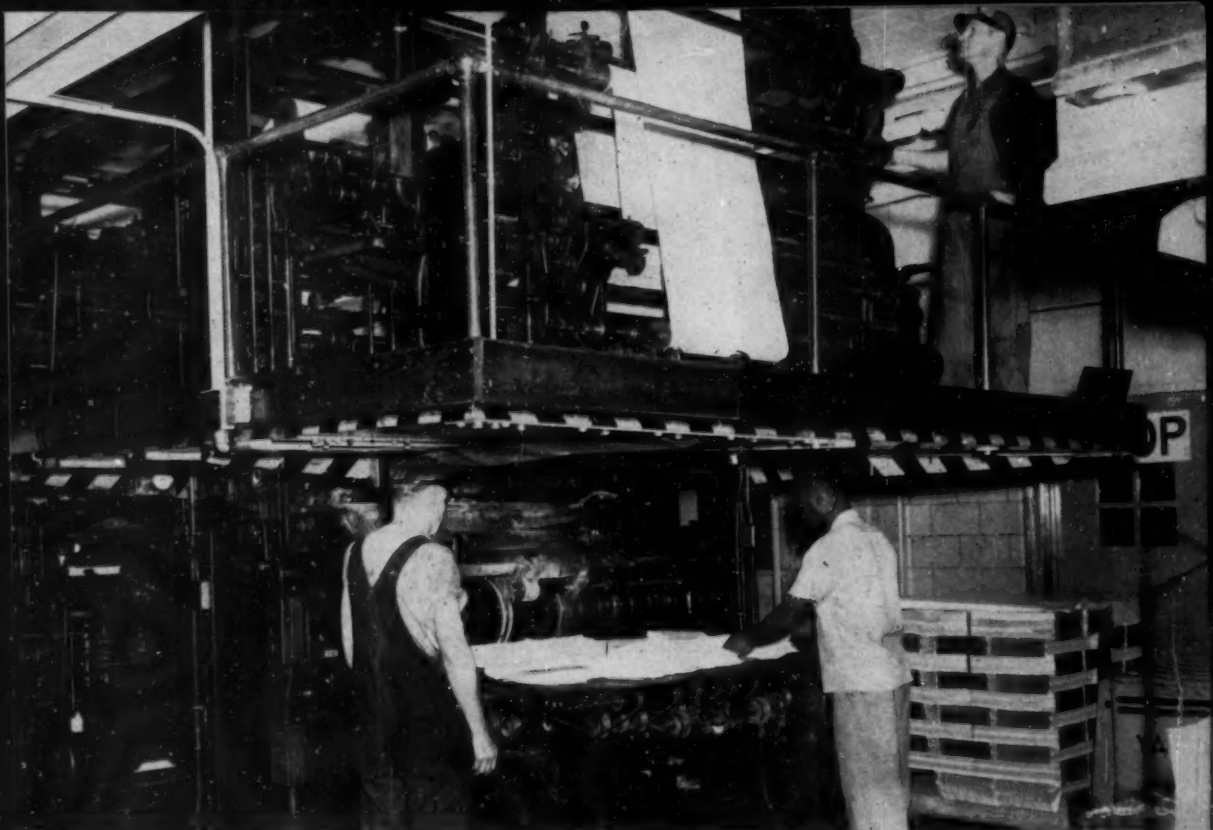
Filibusters and late-night, long-winded sessions add other problems for the public printers. They try to make the *Record* complete for each daily session. When that proves impossible, the fact is noted at the end of the text and remaining material goes over to the start of the next day's *Record*.

COPY is handled as in any composing room. It is checked by a desk, distributed to a bank of linotype operators, set, proof-read and corrected. Make-up men dummy pages, the number of which can't be estimated in advance because of differences in the length of daily sessions. By 2:30 a. m. the day's issue is on the presses.

Shortly before dawn trucks rumble out from the rear of the plant to start the second phase, the big job of delivering the 43,500 copies printed daily.

Every member of Congress gets three—one at his Washington residence before 8 a. m., one at his office and a third at the Capitol. Bulk quantities are set off at the offices of a long list of federal boards, bureaus, agencies and departments. Thousands are trucked to the Post Office.

Each Senator has 100 copies allotted him for mail distribution as he sees fit. Each House member gets sixty-eight copies for the same purpose.



This is one of several presses on which the Government Printing Office runs off the Congressional Record. It cost the taxpayers nearly \$2,000,000 last year although there are 1,700 cash subscribers in its 43,500 circulation.

Most of them go to friends back home. Of course, they're handled free. But oddly, some 1,700 Americans buy the *Record* daily from the Superintendent of Documents, paying \$1.50 a month which is the regular subscription rate.

THE *Record* contains much material other than the daily report on Congress' deliberations. Each issue has an appendix in which anything in the way of printed matter is liable to turn up.

Each lawmaker has the right, after obtaining unanimous permission from fellow members, to insert in the appendix whatever strikes his fancy. Permission is denied rarely. The one doing the denying might himself be seeking similar permission in the very near future.

Thus poetry, winning high school essays, speeches, long official reports complete with involved statistical tables, letters to or from constituents, speeches that weren't made on the floor but appear in print as if they were—all these things fill about a third of the average 200 pages in the *Record* every day.

There is one brake but it doesn't mean much. The member who wants

to insert something that will take up more than two of the *Record's* nine by eleven and one-half-inch pages must first obtain an estimate of the printing cost from the GPO and report it to his respective house at the time he asks permission. Members go through the form but permission to insert is always given, whatever the GPO reports.

In addition the *Record* carries a "daily digest" section—a synopsis of what was done by Congressional committees meeting then, together with a statement of what committees and both houses plan to do in the immediate future.

Periodically a "status of pending legislation" appears in tabulated form. Once every two weeks an index is published, enabling a *Record* reader to look up matter by speakers as well as topics. At the end of every session the *Records* are collected and bound by the GPO—but not before members are given one more chance to revise what they had to say for posterity.

The cost of all this activity is \$82 a page, a figure soon to jump to \$84. It

is ironic that many of the speeches printed at such great length and not a few of the appendix insertions have to do with the subject of economy in government.

In the last session the proceedings of both houses took up 14,052 *Record* pages, the appendix insertions another 7,350 and the daily digest 1,043 for a total of 22,445. There were 201 *Records* published, including two voluminous "clean-up" numbers appearing after adjournment and carrying all late-arriving insertions for the appendix.

IN the handling of this mass of material the GPO neither has nor wants any editorial control. Printers are under standing orders to fix up grammatical slips on the part of members and the more glaring errors of fact. When doubts arise as to meaning, a question mark is put on the suspected matter and attempts are made to reach either the member himself or the short-hand reporter who took the notes on the speech.

GPO officials emphasize that in doing their biggest continuing printing job they are merely following the

[Turn to page 14]

An encyclopaedia necessarily takes a long view. When Britannica holds press photography contests and sponsors courses in this powerful medium of communication, it has reasons for believing

Photo-journalism Is Here to Stay

By JAMES COLVIN

"WHY is the Encyclopaedia Britannica so interested in press photographers?"

As the one at Britannica whose duty it has been to godfather this interest, I have often been asked that question.

The answer is simple. We at Britannica think that press photographers are here to stay.

Almost a decade ago the encyclopedia started a competition for press photographers of the United States. The purpose was "to promote and encourage" news photography. We had not then thought through to the more provocative and accurate term of "photo-journalism," an invention, I believe, of Prof. Clifton C. Edom at the University of Missouri School of Journalism. But from the beginning the objective was there.

Why photo-journalism? Again the answer is simple. Unlike the practitioners who use words for communication, the practitioners who use pictures seemed to need interpretation—to their writing fellows, to their bosses, and even to themselves. Here was an area in which whatever influence and prestige Britannica might have could reasonably be brought to bear.

For even an encyclopaedia—perhaps especially an encyclopaedia—must be concerned with all forms of communication. Especially, that is, when the encyclopaedia is the oldest continuously-published English-language publication; when it is affiliated with an educational institution like the University of Chicago, and when it has had almost two centuries of knowing from first-hand experience that pictures help to sell words. For Britannica has been a pictorial publication since 1768, using line drawings of course for most of that time, and half-tones about as soon as newspapers.

THE form of Britannica's effort to promote and encourage photo-journalism is undergoing a change. After nine years of promoting press photography competitions, the last five jointly with the University of

Missouri School of Journalism, Britannica has now made a new alliance with the photographers themselves.

Jointly with the National Press Photographers Association, the company plans to conduct a series of short courses in photo journalism at host



James Colvin is a former Chicago newspaper and magazine writer whose present job with Britannica includes supervising its photography contests

colleges, the eventual objective being to make at least one such short course geographically available to any photographer who cares to attend one.

So much for the institutional background of the relationship between Encyclopaedia Britannica, Inc., and the nation's press photographers, represented by NPPA. The emotional, intellectual—and for one participating in the association, the spiritual—background of this relationship is something entirely else again.

The press photographer has a story to tell his writer associate, and by and large the writer isn't listening. Further, to the extent that the photographer's editorial superior came up through the writing end of journalism, as almost all of them did, the boss isn't listening, either. Maybe, for the good of journalism, both ought to be.

Maybe the writer and the editor should hear the photographer when he cites what the surveys have to say about the pre-eminent readership of news pictures.

Maybe they ought to listen when the photographers talk about (utter heresy!) covering a news-feature assignment *with the camera alone*.

Maybe they ought to take a long and sober second look at the periodicals outside the daily field that are currently booming; and perhaps even measure type-space vs. pictorial-space in them. It's an eye-opener.

Maybe the whole field of journalism might open its ears to the message of photo-communicators, if these gentlemen have a formula for saving sections of the nation's press from extinction. The writer happens to be one who feels that it isn't vague economic forces that most often kill newspapers. It's simply that the newspapers that die so often happen to be damned dull.

WHAT about the readership surveys? Frankly, they often make even the poor photographer's work look good—and sometimes make even the good writers work look poor. Is this intended to say that all newspapers should forthwith fire all their writers and hire a new editorial crew of photographers? No. But it is intended to say that almost any newspaper, daily or weekly, can use photographs to better editorial and economic advantage.

The author of course can cite studies establishing that the use of pictures helps build circulation and readership. Editors already know this. It is respectfully submitted that many of them do not know what to do with the knowledge. (There are brilliant exceptions, of course.)

Here is where there emerges the idea of covering a news-feature story with the camera alone. Vincent Jones, editorial director of the Gannett newspapers (a writer, not a photographer), tells of his constant amazement at the eagerness with which his editor

(Turn to page 18)

Senator Asks Showdown On Federal Information

By U. S. SENATOR JAMES P. KEM

Not only the press, but Congress, is hampered by censorship in the guise of security, says Kem of Missouri.



James P. Kem, a Republican, represents the President's home state in the upper house on Capitol Hill.

PRESIDENT TRUMAN on September 24, 1951, issued an executive order extending the cloak of military secrecy to all civilian departments of the government.

In doing so the President not only denied information about the government to the American people but to their elected representatives in the Congress as well. To legislate intelligently, Congress must have access to the facts—all the facts. When these facts indicate defects in government, members of Congress must be free to criticize—fully, freely, frankly.

In critical times such as the present, it is recognized that certain precautions are necessary to prevent defense secrets leaking to the enemy.

That is as it should be. Every loyal citizen desires to deny to the Reds every scrap of information that might be helpful to them or detrimental to our fighting men.

But to do this, it is neither necessary nor wise to permit the heads of all government civilian agencies to suppress information when they wish to do so. But that is what the President's order does. Even in the midst of World War II, it was not found desirable to set up such broad power.

The President's censorship order offers a temptation for bureaucrats to cover up mistakes or wrong doings—to hide them from the people—by drawing down their own "Iron Curtain" of censorship. Timid officials might classify just about everything crossing their desks to be on the safe side.

In either case, the right of the people to be fully informed about their government would be denied. Fair, constructive criticism is the most effective method by which a free people oppose evil in government. The open forum of public discussion has been, and will ever be, the greatest enemy of tyranny.

THERE have been too many instances in recent months of White House obstruction to the efforts of various congressional committees to

develop facts necessary to the proper conduct of their investigations.

There is the refusal of the President to make available vital information in the files of the Federal Bureau of Investigation relating to the pro-communist activities and sympathies of certain persons on the Federal payroll.

THERE is evasion by Secretary of Defense Lovett of proper and legitimate inquiries by members of Congress in regard to the P.O.W. atrocities in Korea revealed by Col. James M. Hanley, chief of the War Crimes Section of the 8th Army in Korea.

Immediately after Colonel Hanley made public this shocking information, I sent a telegram to Secretary Lovett saying, among other things:

"Like all Americans I am shocked at the massacre of 5,500 of our soldiers and marines by the Chinese Communists and North Koreans. This dastardly deed is a crime against civilization and human decency. It makes it imperative that the President and the Defense Department answer certain pertinent questions:

"Why were facts pertaining to the massacre withheld from the American people? One slaughter occurred nearly eleven months ago on December 10, 1950. Others occurred in April and May.

"Were you asked by the President or the Secretary of State not to release details of these gory occurrences for certain specific reasons? If so, what were those reasons?

"What control does the State Department exercise over the release by the military establishment of important information?

"These are some of the important questions that must be answered by the President and your department if the American people are expected to retain any confidence at all in the conduct of the war in Korea. May I look forward to an early reply?"

Two weeks later I received a letter in reply from Mr. Lovett's office which

failed to answer a single question I put to him. Instead, a copy of a hand-out to the press was enclosed which rebuked Col. Hanley for releasing the information on atrocities, but which admitted "there is considerable evidence to justify a presumption of death by atrocities of a large number which may approximate 6,000." Why didn't Secretary Lovett answer my questions? What is he trying to conceal?

ANOTHER instance is the Administration's refusal to cooperate with Congress in the investigation of the Bureau of Internal Revenue. A subcommittee of the House Ways and Means Committee tried to obtain the files of the Department of Justice on tax evasion cases.

Although the chairman of that committee requested the files be opened for subcommittee inspection, the President dragged his feet. Do these files contain more evidence of mink coat deals, of widespread corruption?

When the facts are concealed by Presidential order, such questions are bound to be asked. In the interest of the preservation of our free institutions, the hamstringing of Congressional probes must cease. There must be a showdown over the President's authority to withhold information.

I hope that the Senate Judiciary Committee will follow my suggestion and explore ways and means to prevent presidential sabotage of Congressional investigations. The Administration must be prevented from following its present course of withholding vital information from the Congress and from the people.

Freedom of speech and freedom of the press must be defended wherever and whenever the threat may come.



The author's wife, an Oregon legislator and a champion swimmer, put through a bill on colored margarine. So photographers set up this appropriate picture.

Mark Twain said it long ago and editors caught on eventually. Whatever the subject of an article, magazines and newspapers like a picture of a pretty girl who fits in approximately and provided she is wearing

Not Too Many Clothes

By RICHARD L. NEUBERGER

When the author did an article on the initiative and referendum, it was suggested that he pose with someone young enough to appreciate her new citizenship.



I believe it was Mark Twain who once told some students at the University of Illinois: "Remember that the average American would rather see Lillian Russell naked than General Grant in full uniform."

During World War II a substantial number of newspaper and magazine editors in the United States seemed to become aware of this great truth. I went off to Army service for three and a half years accustomed to supplying photos with articles in the usual fashion. The pictures would coordinate with the text as closely as possible.

I came home with an honorable discharge in my duffel bag to find that something new had been added.

I learned of the addition in gingerly style. A well-known editor advised me that a photographer was en route to Oregon to illustrate a piece which I had written. Then followed a "shooting script." This was a list of pictures which the editor believed should point up the article. All the suggestions were highly regular and synchronized with my text. Suddenly this recommendation leaped into view at the bottom of the typewritten page:

"It would be very helpful if you could put our photographer in touch with a good-looking young woman with attractive legs who might appear in one of the pictures."

Hastily, I thumbed through a carbon of my manuscript. Had I forgotten some exotic reference? Psychically, perhaps, in some moment of glorious fantasy at my Remington, I had departed from the subject at hand to make mention of a wood nymph or bathing beauty.

But, alas, no such luck! My copy was as humdrum as usual. Just power dams and lumberjacks and Chinook salmon and Lewis and Clark. But no wood nymphs. Where, then, did the luscious damsel fit? At length the photographer arrived and explained: "You know, she doesn't have to work right in with the copy exactly—only just approximately."

"How do you mean, approximately?" I inquired in my innocence.

"Well," said the photographer, "it's this way. Your article is about the Pacific Northwest. This girl lives in the Pacific Northwest. That's what I mean about fitting in approximately. See?"

"Sure," I answered as a bright 100-watt light began to glow, approximately, in my cranium.

AND so the pattern was set. If I wrote about Juneau, Alaska, why shouldn't a well-proportioned resident of Juneau be photographed splashing

Dictionary Makers To Review Definition

Sigma Delta Chi's criticism of Webster's New International Dictionary definition of *journalistic* has been answered by Ralph W. Crowell, attorney for the G. & C. Merriam Company.

Speaking for the dictionary publishers, Crowell stated that members of the company's editorial staff are presently engaged in re-examining the treatment of the term *journalistic*, with a view to making adjustments in the printing plates of the dictionary as soon as the company's editorial and manufacturing procedures permit.

Webster's definition of *journalistic* reads:

"Characteristic of journalism or journalists; hence, of style, characterized by evidences of haste, superficiality of thought, inaccuracies of detail, colloquialisms, and sensationalism: *journalistic*."

The definition first appeared in 1934 and was promptly attacked by the 1936 SDX convention meeting in Dallas. John M. McClelland, Jr., then a delegate from Stanford, introduced a resolution which assailed the unfortunate definition.

National Officer To Tour Europe

Mason Rossiter Smith, SDX national secretary and editor and publisher of the weekly *Tribune-Press, Gouverneur, N. Y.* and the *St. Lawrence Plaindealer, Canton, N. Y.*, will leave New York by air February 11 for a five-week visit to Europe.

The trip will include stops at Lisbon, Southern France, Copenhagen, London and Paris.

Purpose of the trip is to gather material for a series of newspaper articles for publication in Smith newspapers and others.

In 1947, as correspondent for his own newspaper and 274 other weeklies in 46 states, Mr. Smith toured 21 countries of Europe.

Mr. Smith is vice-president of the New York Press Association and a member of the Central New York (Syracuse) professional SDX chapter.

San Diego Installation Set

The installation of the San Diego professional chapter will be held February 7 at the Hotel del Coronado. Alden White, SDX vice president in charge of undergraduate chapter affairs will preside at the ceremony. J. C. Saffey, editor, *The San Diego Union*, and president of the chapter invites members to attend.

Final Opportunity to Nominate For 1952 Awards in Journalism

SDX, Not Honorary

Sigma Delta Chi is not a secret organization. It is not an honorary society. Membership is never honorary. Sigma Delta is not a social club. It insists on being known as a professional fraternity in journalism. Hence, its name: Sigma Delta Chi, Professional Journalistic Fraternity.

Meet in Germany, Plan SDX Chapter

An SDX key brought two Sigma Delta Chi men together in Augsburg, Germany and opened the way to what may become the fraternity's Bavarian chapter.

The two, Erwin Boll (Wisconsin '51) and Corporal John Praksta (Temple '48) met in a local restaurant when Praksta spotted Boll's fraternity key.

Boll studied at Wisconsin's School of Journalism last year as an exchange student. He is now an editor for the *Schwäbische Landes Zeitung*, a leading Augsburg daily.

Corporal Praksta, 1950-president of the Temple chapter, is a correspondent in the 43rd Division's public information office.

The two are planning to locate other SDX men and organize a Professional chapter.

Historic Site Committee Named

National President Charles C. Clayton, editorial writer, *St. Louis Globe-Democrat*, has appointed a six man historic sites in journalism committee, headed by Irving Dilliard, editor, editorial page, *St. Louis Post-Dispatch*.

Others named to the committee follow: William Niefeld, Station KCBS, San Francisco, Calif.; Prof. John H. Gleason, Department of Journalism, Boston University, Boston, Mass.; Prof. Alvin Austin, School of Journalism, University of North Dakota, Grand Forks, N. D.; Philip Porter, *Cleveland Plain-Dealer*, Cleveland, Ohio; Dr. William Swindler, School of Journalism, University of Nebraska, Lincoln, Nebr.

MEMBERS of Sigma Delta Chi and chapter officers were reminded this week by Victor E. Bluedorn, executive director, that the deadline for nominations for the 1952 awards in Journalism is February 11. Entries postmarked on that date will be accepted.

Professional chapters were reminded also that the 32nd convention adopted a report directing the chapters to secure entries from their areas.

Bronze medallions and accompanying certificates will be offered in 13 fields for excellence in the following: *General Reporting, Editorial Writing, Editorial Cartooning, Radio Newswriting, Radio Reporting, Washington Correspondence, Foreign Correspondence, News Picture, Public Service in Newspaper Journalism, Public Service in Radio Journalism, Public Service in Magazine Journalism, Magazine Reporting and Research About Journalism.*

All awards, except the three for Public Service, are offered to individuals on the basis of specific examples of work done by Americans and published or broadcast in the United States during the Period of January 1 to December 31, 1951. The awards for journalistic public service are made to a newspaper, radio station or network and magazine.

Nominations are not made on any specific form, but each must be accompanied by clippings, manuscript or recording with the name of the author, publication or radio station and date of publication or broadcast. Also, a statement revealing the circumstances under which the assignment was fulfilled should accompany the nomination, providing the circumstances were of significance. No entries will be returned unless specifically requested.

Nominations and accompanying material should be addressed to: Sigma Delta Chi Awards in Journalism, 35 E. Wacker Drive, Chicago 1, Illinois.

A description of the 13 awards follows:

GENERAL REPORTING: For a distinguished example of a reporter's work.

RADIO or TV REPORTING: For a distinguished example of spot news reporting for radio or television.

MAGAZINE REPORTING: For a distinguished example of current events reporting appearing in a magazine of general circulation.

EDITORIAL WRITING: For a distinguished example of an editor's work.

EDITORIAL CARTOONING: For a distinguished example of a cartoonist's work.

(Continued on next page)

About Convention

This Is What They Said

To The Editors:

Cleveland, Ohio—The Detroit newspaper report on Dr. McGovern's speech was very poorly reported. The summary of his speech contained in *The QUILL*, seemed to be based on that newspaper story. It was somewhat misleading because his remarks about Russia were very incidental and had nothing to do with the main theme of his talk. The most significant phase of his talk was his detailing how all the leaders of the nations in the East fighting for Nationalism and independence, had received their education in the West. Then gone back to their homelands to become the leaders in the political battles for freedom—and in some cases, National Socialism.

The second most important thing Dr. McGovern brought out in his speech was a wide divergence of meaning carried by the word "revolution" in the various countries. For example, he pointed out that the revolutionary party in Mexico was comparable to the Republican party in this country. While the revolutionary party in Cuba seemed to be the party of Anarchy. Yet they both carry the same name. Another very important point he brought out is that the political leaders in French Indo-China and other Oriental countries insist they base their political ideas on the written words of Abraham Lincoln and Ralph Waldo Emerson. They merely interpret the statements differently.

The most worthwhile event of the Convention in my opinion, was the talk by Mr. Jones of Syracuse, I believe. For the biggest danger we face today is the withholding of information the people should know, by the various bureaus in Washington. We have been getting more half truths than whole truths for many years. In order to keep the country in a constant state of emergency, much foreign information of a political nature is still being withheld or colored. The object seems to be to mold public opinion instead of informing.

This is getting mighty serious, because it is following the same pattern that was used by Mr. Hitler in his early rise to power.

Two examples will illustrate the half truths given out by Washington. First, the American people were not told that Hungary seized Mr. Voegler primarily because our State Department was stalling for over 5 years in returning about 70 million dollars worth of property belonging to Hungary. In the case of Czechoslovakia, the American people were not told that the reason the Czechs seized and jailed Mr. Oatis was obviously due to our State Department's refusal to O.K. the shipment of their steel mill from Pittsburgh or return their 16 million dollars, which they advanced in 1948. I think Mr. Oatis will doubtless be released if our Government either ships the steel mill made on special order in 1948, or returns their 16 million dollars. Those are merely two typical examples of incomplete and misleading reporting, as a result of the withholding of information by the Administration.

Denver in November

The 33rd Convention of Sigma Delta Chi will be held November 19, 20, 21 and 22, 1952 in Denver, Colorado at the Cosmopolitan Hotel.

The dates were chosen by the Executive Council after several factors were considered, including the national election which fall on November 4.

To my way of thinking, as a former editor, I do not believe we have a free press today as far as national and international affairs are concerned. If the human machinery is not organized and set up soon, more freedoms will be lost. Already too many editors have been mentally inoculated by the Administration. As time goes on, it will become increasingly difficult to regain our traditional free press. The time is getting short.

I would also suggest that you get together with your Committee to set up higher standards for the admission of members to professional chapters. The question of the public relations man, who is purely a propaganda man, should be settled one way or the other. We have some good ones but we also have some bad ones in the organization.

HARM WHITE, President
White Advertising Company

I've never enjoyed a convention of any type more than I did the SDX one in Detroit this year. As I told many of the Detroit brothers, it was a bang-up job.

DEAN SIMS, editor
Manager
Dayton, Ohio

From what I saw of the Detroit convention, everything went off extremely well. If you just repeat the performance in Denver in 1952, I don't see how you can go wrong.

GILBERT GARDNER
Chief, Chicago Bureau
Journal of Commerce of N. Y.

What I was particularly pleased over was the consistent presentation of topics on a high professional level. Lee White's opening address set a high tone, and I thought that Louis Seltzer carried on with this same professional, independent and critical tone. Continue that level in

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If you have not already subscribed to *The QUILL* for life, send your check for \$35 to *The QUILL*, 35 East Wacker Drive, Chicago 1, Illinois.

Your single payment entitles you to a lifetime subscription to *The QUILL*, a magazine for journalists.

Note: If you want both a life subscription to *The QUILL* and a Key Club membership, send \$60.

Final Opportunity

(Continued from page 1)

RADIO NEWSWRITING: For a distinguished example of a radio newscaster's or commentator's work.

WASHINGTON CORRESPONDENCE: For a distinguished example of a Washington correspondent's work.

FOREIGN CORRESPONDENCE: For a distinguished example of a foreign correspondent's work.

NEWS PICTURE: For an outstanding example of a news photographer's work.

PUBLIC SERVICE IN NEWSPAPER JOURNALISM: For an important public service rendered by a newspaper in which exceptional courage or initiative is displayed. Nominations are to be accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the newspaper in its undertaking and the results obtained.

PUBLIC SERVICE IN RADIO JOURNALISM: For an outstanding example of public service by an individual radio station or network through radio journalism.

PUBLIC SERVICE IN MAGAZINE JOURNALISM: For an exceptionally noteworthy example of public service rendered editorially or pictorially by a magazine of general circulation. Nominations are to be accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the magazine in its undertaking and the results obtained.

RESEARCH ABOUT JOURNALISM: For an outstanding investigative study about journalism based upon original research, either published or unpublished and completed during 1951.

your national conventions and Sigma Delta Chi will stand out as a beacon in the profession.

WESLEY H. MAURER
Chairman, Dept. of Journalism
University of Michigan

Many thanks for your big part in arranging the good time at Detroit. You did a very smooth job. . . .

CLIFFORD F. WEIGLE
Stanford University

This was the most wonderful convention yet. . . .

MASON ROSSITER SMITH
Gouverneur (N. Y.)
Tribune Press

I had the impression that the convention went off very smoothly. . . .

LEE HILLS
Detroit Free Press

It seemed to me it was an excellent meeting and that a great deal was accomplished. . . . We all enjoyed it and naturally we're now setting our sights for Denver.

DEFOREST O'DELL
Butler University

I convey the sentiments of the chapter by saying that it was a most enlightening and successful convention. I only wish we could have sent more delegates.

HUGH MADDOX
Alabama Chapter

SDX Personals

RUSSELL N. BAIRD (Wisconsin '47) is Executive Secretary of the Ohio College Newspaper Association.

DONALD A. BAKER (Butler '47) has been advanced to managing editor of *The Insurance Salesman*, insurance trade journal.

RALPH LEACH (Texas '48) has been appointed state editor of the *Arkansas Gazette*, Little Rock, after 15 months on the *Gazette* copydesk. He formerly was managing editor of the *Gladewater* (Tex.) *Daily Times-Tribune* and news editor of the *Mexia* (Tex.) *Daily News*.

ROBERT C. SWIFT (Grinnell '31) is now an instructor with assistant professor rating in English and Journalism at Chico State College, Chico, Calif. He had previously been head of the copy department of Cappel, MacDonald & Co., Dayton, O.

GEORGE D. BRUGH (North Dakota '51) has closed his two North Dakota papers (Wilton and Wing) and is temporarily working as a Linotype operator in Portland, Ore.

GEORGE MOORE (Grinnell '29) has been appointed as the new editor of *Western Family Preview*.

DWIGHT M. BANNISTER (Northwestern '28) has accepted a temporary appointment as assistant professor in the technical journalism department at Iowa State College of Agriculture and Mechanic Arts, Ames, Iowa.

REV. LEMUEL PETERSEN, formerly on the executive staff of the new National Council of the Churches of Christ in the U.S.A., is now Associate Executive of The Church Federation of Greater Chicago.

JACK CEJNAR (Nebraska '21), JACK LITTLE (Northwestern Professional '48) and JAMES MURPHY (Northwestern '48) direct the National Public Relations Division of The American Legion in Indianapolis, Ind.

ALAN DOBBS (Wash. State '49) has been appointed Director of Public Relations for three of the Associated Colleges at Claremont, California-Scripps, Claremont Men's College, and Claremont Graduate School.

CALVIN CLYDE (Southern Methodist '41) was released from Navy duty in New Orleans and returned to the *Tyler Courier-Times*.

JOHN MORTIMER (Dallas Professional '44), CECIL EDWARDS (Southern Methodist '41) and CLAY BAILEY (Dallas Professional '44) have moved with U. S. Steel to Houston, Tex.

W. DANIEL WEFLER JR. (Northwestern '51) has joined the staff of the Financial Public Relations Association, Chicago.

JUD GRENIER (Minnesota '51) associate editor of the *Minnesota Daily* 1950-51, is now attending the University of California.

JOSEPH F. KANE (Minnesota '51) is with the AP staff, Minneapolis bureau.

LEON CARR (Minnesota '51) is now wire editor for the *St. Cloud* (Minn.) *Daily Times*.

ALLEN DOKER (Minnesota '51) is news editor for the Marshall (Minn.) *Messenger*.

ROBERT BRUNSELL (Minnesota '52) is

Author of Texas Book

ATTORNEY GENERAL PRICE DANIEL (Baylor '29) is the author of a book entitled "Texas Publication Laws," published by the Texas Press Association. The book deals with Texas laws relating to public notices and rules relative to newspapers and publication of legal notices. It was compiled at the request of the Texas Press Association, according to Fred Massengill, Jr., Terrell Tribune publisher and TPA president.

Writes First Novel

WILLIAM CASE (Illinois '41) is the author of his first novel ("The Bright, Bright Water") recently published by Appleton-Century-Crofts.

editor of the *Minnesota Daily* for the school year 1951-52.

DOUGLAS Y. ROBINSON (Temple '51) is doing public relations work for the Philadelphia Dairy Products Company, Inc., Philadelphia, Pa.

MURRAY A. SEEGER (Iowa '51) is employed as a reporter for the *Buffalo* (N. Y.) *Evening News*.

ERNEST W. NORDLINGER (Purdue Prof. '47) has joined Putman Publishing Co. (Chicago) as assistant editor of Food Processing. He was formerly with Vance Publishing Corp.

DONALD MAXWELL (South Dakota State '51) has joined the faculty of the South Dakota State college printing and journalism department.

ROBERT A. STEFFES (South Dakota State '37) is now an assistant professor in journalism at Bowling Green State University.

JOHN H. SMITH JR. (Minnesota '34) has been appointed director of the Frequency Modulation department of the National Association of Radio and Television Broadcasters, Washington, D. C.

CARL P. MILLER (Kansas State '20) former National President, is a District Governor of Rotary International, worldwide service organization, for 1951-52.

RONNIE E. DUGGER (Texas '51) and DELBERT T. MYREN (Wisconsin '51) have been awarded Rotary Foundation Fellowships for advanced study abroad in 1951-52.

BRAD BYERS (Texas '51) has been awarded the University of Texas Journalism Scholarship.

NEIL MACKAY (Minnesota '48), TERRY O'ROURKE (Minnesota '49), ED GRAVES (Minnesota '48) and EARL O. HOCKSTEDLER (Minnesota '48) are on the staff of the *Rapid City* (S. D.) *Daily Journal*.

RUSSELL E. BERT (Iowa '51) is now head of the journalism department and chairman of publicity at Superior State College, Superior, Wis.

KENNETH G. PAYTON (Montana '51) is working for the *Lewistown* (Mont.) *Daily News* as a general reporter.

LYMAN L. BRYAN (Oklahoma '49) former manager of the Lindsay, Oklahoma, Chamber of Commerce has accepted a position as associate in public relations with the National Cotton Council, Memphis, Tenn.

HARRY W. McHose (Columbia '27) has joined the staff of the Department of Information of the American Petroleum Institute in New York as editorial director.

Serving Uncle Sam

Cpl. GERALD VAN RYZEN (Marquette '50) has been assigned to duty as a news writer at the Public Information Office of Heidelberg Military Post in the U. S. Zone of Germany. He was formerly employed as a reporter on the staff of the *Waukesha Daily Freeman*, Waukesha, Wis.

MAURICE L. DUMARS (Kansas State '33) recently was named associate director of information for the United States Department of Agriculture in Washington, D. C. Capt. CLAY SCHOENFELD (Wisconsin '41) has reported for active duty at Fort Monroe, Va., and been assigned to the Information Section of Army Field Forces.

Lt. WALTER H. MITCHELL (Georgia '48) will be stationed at Mountain Home Air Force Base, Idaho.

Lt. CALVIN C. PAUL (New Mexico '48) is now permanently assigned as Assistant Public Information Officer at Craig Air Force Base, Ala.

Lt. NATHANIEL P. SECRETY (Georgia '47) is Assistant Wing Public Information Officer at Reese Air Force Base, Lubbock, Tex.

CHARLES R. LEWIS (Texas '50) has left the *Associated Press* bureau in Austin, Tex., to join the staff of the *San Angelo* (Tex.) *Standard-Times*.

WILLIAM J. LOWNEY (Northwestern '51) is a writer and editor for Kottcamp and Young, Chicago industrial training consultants.

WARREN R. YOUNG (Purdue '48) has been promoted to assistant editor of the science department of *Life* magazine, New York.

ALAN ANDERSON (Wisconsin '48) is editor of the *Fond du Lac* (Wis.) *Times*, a free circulation weekly newspaper.

BOB WEBB (Missouri '49) has been discharged from the Army and has returned to the New Orleans States on the night city desk.

SPENCER PEARSON (Missouri '50) is news editor of the *Weslaco* (Tex.) *News*.

JERRY KOPLOWITZ (Colorado '50) is city editor of the *Walsenburg* (Colo.) *World-Independent*.

1,110 Sigma Delta Chis Are Now Key Club Members

If you have not already joined the Key Club, send your check for \$35 to Sigma Delta Chi, 35 East Wacker Drive, Chicago 1, Illinois.

Your single payment exempts you from payment of all further national dues and entitles you to a Key Club membership card. You receive a new card each year.

Note: If you want both a Key Club membership and life subscription to *The QUILL*, send \$60.

SDX Personals

DEAN SIME (Kansas '44), formerly publications editor and public relations assistant with Kansas City Power and Light Company, has become manager of public relations for the National Association of Foremen, Dayton, O. He is also editor of the NAF magazine. He had previously been with the Kansas City Star, the Associated Press and the Burlington (Ia.) Hawk-Eye Gazette.

DAVID R. GOLDSBERRY (Ohio '46) formerly a reporter for the Athens (O.) Messenger, has joined the public relations department at Seiberling Rubber Co., Akron, O. He is handling press and radio relations and trade paper publicity for Seiberling.

JOSEPH B. SMITH (Indiana '42) formerly a member of the editorial staff of the Michigan City (Ind.) News-Dispatch, has been appointed manager of the Bendix Home Appliances News Bureau, South Bend, Ind. He formerly was correspondent for the Indianapolis News and South Bend Tribune.

GEORGE F. CHURCH (Kansas State '24), editor of the Oklahoma State Experiment Station, was recently elected president of the American Association of Agricultural College Editors.

KEITH SPALDING (Iowa '47) formerly West Coast representative of the New York Herald-Tribune Syndicate, has been named editor of the Herald-Tribune News Service. He has been with the Herald-Tribune since 1948, after serving as a Marine fighter-bomber pilot in the Pacific area during World War II. His earlier newspaper experience was as a correspondent for the Des Moines Register and Tribune and Omaha World Herald.

SHELDON MIX (Illinois '51) is a reporter for the Havre (Mont.) Daily News.

PAUL LARSEN and JOE LARSON (Illinois '51) are reporters for the Kewanee (Ill.) Star-Courier.

JAMES R. GOONICH (Illinois '48) is Hollywood editor of Ebony magazine.

HAROLD M. WILSON (Alabama '50) is editor and business manager of Pickens Progressive Age, Gordo, Ala.

ARCHIE E. CAMPBELL (Wisconsin '37) is a reports writer for the Bureau of Reclamation, Alaska District Office, Juneau, Alaska.

FRANK A. MUTH (Missouri '50), formerly an assistant editor in the Chicago office of McGraw-Hill Publishing Co., is editor of Electrical Merchandising magazine, Cleveland, O.

ROBERT L. HENTZLER (Nebraska '40) is Vancouver, B. C., bureau manager for the British United Press.

ROBERT E. FADER (Montana '51) is associate editor of Commercial West, a weekly banking journal, Minneapolis, Minn.

BOYD W. HUMPHREY (Purdue '50) is a member of the technical publications staff of General Electric Co., Schenectady, N. Y.

THOMAS H. NIHOLSON (Mich. State '50) is the Minneapolis bureau of the United Press.

CLIFFORD H. EDWARDS JR., (Colorado '50) is telegraph editor of the Sterling (Colo.) Advocate.

Wolseley to Organize India's 1st J-School

ROLAND E. WOLSELEY (Northwestern '28), Syracuse University professor and chairman of the magazine practice department, has been invited to organize and head the first school of journalism in India.

Dr. David Moses, head of Nagpur University, Central Province, India, has offered Prof. Wolseley a visiting professorship to organize what will be the country's only school of journalism to date. When Prof. Wolseley accepts the new post in February, he will also receive a year's Fulbright grant as lecturer in Indiana.

The new school will provide training for workers of the Indian press, and those writers producing creative material for the new literates of India. On a year's leave of absence from the Syracuse faculty, Prof. Wolseley will make a four-month tour of the working press in the major cities of India, before taking on the administrative tasks at Nagpur.

A graduate of Northwestern University, Prof. Wolseley taught in the Medill School of Journalism 10 years before joining the Syracuse University faculty in 1946.

Hortin Is Acting Head at Ohio U.

L. J. HORTIN (Ohio Univ. Professional '48), a member of the Ohio University journalism faculty, has been appointed acting director of the university's school of journalism. He succeeds George Starr Lasher, founder of the school and its director for 27 years, who recently retired.

Prof. Hortin was formerly a reporter for the St. Louis (Mo.) Post-Dispatch and for 17 years was a correspondent in Kentucky for the Associated Press.

HOWARD JOHN NELSON (Colorado '50) has joined the Spokane Valley Herald, Opportunity, Wash., as reporter-photographer.

JOHN B. LONG (So. Calif. Prof. '35), general manager of the California Newspaper Publishers Association, received the Denison University Alumni Citation "in recognition of outstanding achievements and services" to the university.

GILBERT GARDNER (Wash. & Lee '40), formerly with the Chicago staff of Fairchild Publications, is now chief of the Chicago bureau of the New York Journal of Commerce.

Harral Heads PR Course at Okla.

STEWART HARRAL (Oklahoma '31), director of public relations at Oklahoma University for 15 years, has been appointed director of public relations studies and professor of journalism at Oklahoma. He will continue to serve as public relations adviser to President George L. Cross.

Mr. Harral served this year as president of the American College Public Relations Association. He is a native Oklahoman and worked on Colorado newspapers before joining the Oklahoma University public relations staff.

FRANK C. STEINERUEGGE (Emory '49) is a sports writer for the Atlanta Journal. RICHARD HERMAN (Missouri '49) is on the editorial staff of the Scottsbluff (Nebr.) Star-Herald.

JOHN N. HERRERS JR., (Emory '49) is a reporter for the Jackson (Miss.) Daily News.

JOSEPH R. DOBLAQUE (Missouri '50) is employed by the Memphis (Mo.) Democrat, a weekly newspaper.

GEORGE H. OWEN (Drake '50) is a member of the staff of the Bee & Herald, Jefferson, Ia., weekly.

JOHN D. GRAHAM (LSU '50) is with the Lafourche Comet, Thibodaux, La.

KENNETH C. JOHNSON (Missouri '50) is a reporter for the Binghamton (N. Y.) Press.

ARDIS VANCELEAVE (Southern Methodist '51) is editor of the Winkler County News, a semi-weekly at Kermit, Tex.

ROBERT VERMILLION (Greater Miami Prof. '49) is a war correspondent in Korea for the United Press.

HORACE W. HARDING (Colorado '38) is on the University of Kansas faculty as a research associate in the Bureau of Business Research.

FRANK F. WOSCHITZ (Indiana '50) is director of publications at Anderson, Ind., High School.

JOHN E. CAREY (Iowa '47) formerly city editor of the Pontiac (Ill.) Daily Leader, is now on the day staff of the Sioux City (Ia.) Journal-Tribune.

WILLARD R. HAZARD (Wisconsin '49) is a research assistant in the University of Wisconsin School of Journalism.

RAY H. GREENE (Texas '49), formerly with the Dallas Morning News, is now a reporter for the Ft. Worth Star-Telegram.

LEE D. REYNOLDS (Oklahoma '50) is sports editor and general reporter for the Clinton (Okla.) Daily News.

RICHARD CECI (Kansas State '41) formerly in charge of production of agricultural service programs on WOIT-TV, Iowa State College, is now with the Agricultural Extension Service at Iowa State College, engaged in television research in marketing.

DYAN MASSEY (Georgia '37) has sold the weekly Wrightsville (Ga.) Headlight and has returned to the University of Georgia as director of public relations.

JAMES JENSEN (Illinois '51) is an editorial assistant, public relations department, and director of athletic publicity at Illinois Institute of Technology, Chicago.

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around in Gold Creek, where the sourdoughs struck it rich in '98? If I wrote about the initiative and referendum, why shouldn't a petition-circulator be pictured seeking a signature from a statuesque bathing beauty at the sea shore? If I wrote about fly-fishing, why shouldn't one of the anglers be twenty-four years old, five feet six inches in height, 123 pounds in weight and of the proper sex?

Of course, difficulties always were encountered. When writing about Oregon's anachronistic state constitution—four times the length of the U. S. Constitution—where did a Lillian Russell of 1951 fit into the pictures? Ah, that was a toughie, but ingenuity conquers all.

After all, Oregon has art schools and art schools have models. And why shouldn't a model, when she was resting between poses, be studying a copy of Oregon's anachronistic state constitution? And if the model became so engrossed in Oregon's anachronistic state constitution that she forgot to drape the wrap about her creamy shoulders and bosom—well, was there anything in the anachronistic state constitution outlawing that?

Naturally, I am not the only writer with this new problem.

Recently, while at the railroad station waiting to board a slow train to Seattle, I paid thirty-five cents for a pocket book. On the cover of this book was a young woman *au naturel*

—not so much as a stitch. Did she synchronize with the text? Well, I'm still not absolutely sure that she did. Judge for yourself.

The text was about the administration of the British poor laws from 1850 to 1870, inclusive. Still, the girl on the cover could have been a British poor girl—so poor, in fact, that she couldn't buy any clothes. Now, who says the covers on the pocket books are far-fetched?

MY wife is a member of the Oregon State Legislature. At the 1951 session she brought about passage of a law ending the state's thirty-eight-year-old ban on colored margarine. This made her quite a public figure, with the emphasis on "figure" so far as the press photographers were concerned. Having learned that my wife was once a swimming champion of sorts in the region, they suggested that she pose beside a pool, and wearing of course her swimming costume.

"What's that got to do with colored margarine?" asked Mrs. N.

"Well," said the photographers, "to begin with the pool we're going to use is within sight of the State Capitol Building, where you achieved your great legislative triumph. That's just one connection. Then, you've got to admit that many women who like to swim and wear bathing suits are now going to be relieved of the drudgery of hand-coloring margarine at home.

This will give them more time to swim and wear bathing suits. And, on top of all this, in only four months it will be swimming season, so a photo of you in a bathing suit will be extremely timely. Need any more reasons?"

"No," said Mrs. N. as she departed the Capitol to get her bathing suit.

I write a good deal for the press and magazines about Alaska. All at once, I have learned the type of pictures which illustrate appropriately any Alaskan scene. If it is in the dead of winter, with the thermometer standing at 65° below zero and only sled dogs and polar bears astir, a photo of a brave young woman posing in a bathing suit beside a snowdrift will serve to demonstrate the Spartan quality of the females of America—a grim warning to the countries behind the Iron Curtain not to underestimate the hardihood of the 77,000,000 females who dwell under the American flag.

Ah, but supposing it is in the middle of the Alaskan summer; then what? Well, at Fort Yukon the temperature in August often soars to 100° above zero. A photo then can be taken for illustrative purposes of a brave young woman posing in a bathing suit in the glare of the direct rays of the Arctic sun, which will not descend below the horizon until September 21. No shawl or wrap protects her fair skin from these piercing shafts—a grim warning to the countries behind the Iron Cur-

If it's a winter picture you want to illustrate an article on Alaska, then the young women at the left show the Spartan hardihood of the females of our vast North Country. If it's a summer picture you want, the young woman at the right in the glow of the bright Arctic sunlight shows the Spartan hardihood of the females of our vast North Country.



tain not to underestimate the hardihood of the 77,000,000 females who dwell under the American Flag.

A few skeptics think that some periodicals occasionally stretch a point to include a photograph of a skimpily-clad girl with certain features. I challenge this suspicion.

If a girl has won the national skiing championship, she must be photographed in a bathing suit to reveal the legs which carried her to this glorious victory. And if a girl has, by chance, not won the national skiing championship, she still must be photographed in a bathing suit to show that her legs are extremely shapely in spite of the fact that she indulges in no strenuous competitive sport.

I'll admit that we sometimes have to scratch our heads—as when I wrote a piece about cougar-hunting. That was a toughie. After all, you can't go cougar-hunting in a bathing suit. The brambles on the trail and the sharpness of the rim rock, and perhaps even the talons of the 250-pound kitty... these things speak for themselves.

The photographer and I scratched our heads over that one. Yet finally

the hunt was over, and the dreaded cat run to earth and skinned. It was a nice soft pelt, measuring 10 feet from whiskers to tip of twitching tail. Why shouldn't someone wrap up in front of the fire in that velvety hide? And why shouldn't the someone be of the opposite sex? And did you ever hear of anyone needing even a bathing suit when she was all nicely enveloped in a cougar pelt?

Well, not quite completely enveloped!

(Editor's note: Mr. Neuberger is now finishing an article on the bribing of public officials during the land-grant scandals in the Northwest in the 1870's. He is stumped on how to illustrate the piece. He has suggested showing a young woman unclad except for a small barrel—quite a small barrel—that was made from pine wood which came from timber land exchanged after a bribe was passed.

However, he believes this may possibly be libelous and he is looking for other ideas. Anyone with a better proposal can communicate with him through THE QUILL, 138 South East Avenue, Oak Park, Illinois.)

Congressional Record?

[Continued from page 9]

dictates of Congress. They have done so since 1873 when the printing of the *Record* was given to them. Before that the present *Record* and its predecessors had been turned out under contract by private printers picked for political purposes.

WHAT does the big, almost daily job accomplish? Nothing, in the opinion of many Congressmen and Senators. They say so privately for the most part, however.

Many, maybe most, of their colleagues seem to think there is political capital to be made out of remarks in the *Record* which are often reprinted at personal expense and circulated widely—through free mailing privileges—in their districts back home. With election coming up next November, the number of insertions in the *Record* is certain to rise and the cost of publication with them.

Most of the Government departments, sensitive to the doings of the men who control their annual operating money, have someone keeping up with Capitol Hill activities by means of a daily perusal of the *Record*. Washington newsmen scan it. Often it provides a tip and sometimes a story.

Such was the case a few months back when President Truman wrote a House friend the now famous letter severely criticizing the Marine Corps. The member quietly inserted the letter in the Appendix of the *Record* without comment. A newsman spotted it and the stories that followed made Page One all over the nation for a week.

BUT unquestionably most of the *Records* go into the waste basket, still in their expensive brown wrapping paper.

One freshman Republican member of the House, newly arrived from a middle western state, said recently he had found the ideal use for the copy he gets with his breakfast every morning.

He saves it. That night when he goes to bed, he starts plowing through the proceedings of the House the day before. In about twenty minutes he is sound asleep. Until he came to Congress he said he suffered acutely from insomnia.

THE QUILL for February, 1952

It Takes Guts to Write Local Editorials

[Continued from page 7]

we use great care in phraseology so that we never force a man into a corner from which he cannot escape without severe loss of face.

A city official never is "dead wrong"; he's made a decision based upon faulty information, and it is with this faulty information that we quarrel. A quote from one of our local "hot" ones—an editorial dealing with a business license law that would permit the city to revoke a man's license at its own discretion—will illustrate: "Businessmen of Alhambra are aroused this week—and with good reason—over a proposed ordinance which the City Commission has placed upon first reading, apparently without realizing the significance of the powers it contains..."

This phraseology gave the commissioners a graceful way out, which they took by tabling the proposed ordinance for "further study."

Because we publish in a small enough community so that the editors know personally every city and other official about which we write, the "human element" bears heavily upon the approach taken. Some men react

favorably to a direct approach; others best if the approach is oblique.

But every editorial we write is carefully thought through. Some are published only after weeks of painstaking research. They are all written to catch the reader's interest immediately, to explain the problem—and most important of all—to propose a course of action. We do not believe a newspaper can be a real leader if its editorials only paint the scene and expect the reader to make up his own mind.

AS a result of our emphasis on local editorials, our "Letters to the Editor" mailbag today strains our ability to print them all. And it is surprising how frequently we can recognize some of our own arguments at civic meetings.

Unfortunately, you can't expect to win very many Pulitzer Prizes with local editorials, and it's unlikely that many of your efforts will be picked up by other papers for reprinting—but you will be gearing your newspaper a lot closer to your community. And that, after all, is the important thing.

A journalist working on a monthly organization magazine covers no murders or fires but he has his moments with tardy contributors and gaping space. An ex-newspaper reporter tells why

A House Organ Editor Can Enjoy His Job

By CLYDE HOSTETTER

EACH year the nation's schools of journalism shake another bumper crop of journalism graduates off the academic tree. Each year there is an outcry from the statisticians that there is no possible place for many of these new graduates. And every year they melt into the population and start earning a living.

What becomes of them? The statisticians are right about the shortage of opportunities in the newspaper field. Yet surveys indicate that very few journalism graduates turn to ditch-digging or embalming for their daily bread. What happens?

The nation's trade journals, house organs and association magazines provide at least part of the answer. As a journalism graduate who ended up in the field, and as an association magazine editor who is now on the inside looking out, I can say that it is far from a fate worse than death.

I edit a forty-eight page monthly magazine, *Future*, published by the United States Junior Chamber of Commerce. All members receive the publication in return for part of their \$2 yearly dues. The sole purpose of *Future* is to encourage the growth and success of the Jaycee organization and the things it stands for.

I suppose you might call it propaganda—and it is, although of the proper kind, I think. For the 140,000 paid-up members of the United States Junior Chamber, *Future* is their sole direct bond with the organization that they support. My job is to see that the bond is a strong one.

THIS may sound like a dull job. It would have sounded that way to me three years ago when I was a reporter photographer on the Topeka (Kan.) *Daily Capital*. The so-called "house organ" has been satirized often enough.

But it isn't that way with *Future*. Perhaps one reason is that all Jaycees are young men 21 to 35 whose ideas are not affected by hardening of the cerebral arteries. Another is the basic idea behind the national Jaycee organization. The 2,000 local Jaycee groups are in business solely to benefit their communities.

They are not a weekly lunch-and-belch civic organization, and I'm speaking as an ex-reporter who used to cover the lunch-and-belch circuit for weeks on end. The Jaycees pass resolutions and then go out and do something about it.

This may involve putting up street signs or clearing ground for a new hospital, but it is a safe bet that somewhere along the line there will be plenty of sweat and toil—plus a generous garnishing of cheesecake for publicity. So much for the people who pay my salary. Now for the job of getting out the magazine.

The house organ editor is to the publishing business what a one-man band is to the Boston Pops. He writes stories, edits them, scales photos, writes cutlines, specifies type styles, makes layouts, and may even bicker with the printer on contracts.

Frequently he will write a story for his magazine with the wild abandon of a cub reporter, and then turn around and cut it to pieces with the sharp pencil of a veteran desk man. Sometimes he has enough subordinates to call them a staff; often he

borrowed his secretary's name to pad the masthead.

For example, *Future* has a staff of two plus a secretary. I am fifty per cent of that staff. My associate editor, C. A. Moon, is the other half. (Her real name is Connie, but how would a woman's name look on the masthead of a magazine for young men?)

Future has no money to purchase manuscripts, so it is up to the editor to wheedle information about Jaycee activities from members who will take the time to send in features and photos without any reward except a possible by-line.

GENERALLY speaking, the spirit of these volunteer contributors is willing, but their flesh is weak. So is their writing style. A small proportion of Jaycees are professional writers. Most of them are capable lawyers, filling-station operators, or salesmen whose only idea of a good lead is the name of a man who wants to buy a refrigerator. Needless to say, there is a lot of rewriting to do.

One of the biggest ulcer-producing features of the job, however, is trying to get these willing workers to send their stories in. They may promise to send a story by January 15, in time for the March issue. The story may arrive the following July, or it may never arrive at all. There is nothing I can do about it. They're doing Jaycee work in their spare time, so I can't crack the editorial whip very loud.

This casual attitude on the part of my contributors convinces me month after month that there will not possibly be enough good material to fill *Future's* pocket-sized pages, and yet month after month something always turns up in time.

Editing a house organ is good training for anyone who wants to go into the more advanced phases of magazine publication. With a total staff of two—and almost all house organs have fewer than half a dozen staff members—there is no room for specialization.

Sometimes each of us does the
(Turn to page 20)





U. S. Army Photo

The 47th Division's Public Information Office is a military version of a city room in which soldier-newsmen process the copy they have gathered while training with other infantrymen. In the front row, Pfc. Mitchell Rosenfeld eyes his notes while Cpl. Bill Ward confers with SFC. Edward Hannasch (standing) on a stencil of a release. In the rear Pfc. Jack Usner retouches a photo while the author, Pfc. Jim Reynolds, worries over a news item he is writing.

Soldiers With Typewriters—By PFC. JIM REYNOLDS

P.I.O. staffers of the Viking Division ride tanks, cross rivers with shock troops and go on the rifle range. They are both infantrymen and reporters with an arm band instead of a press card.

WHEN sweating, panting troops of the 47th "Viking" Infantry Division ripped their way through the bayonet course at Camp Rucker, Alabama, recently, they were accompanied by a fully-armed public information specialist, distinguishable from his buddies only by a bright orange armband.

It was typical coverage by the 47th's "soldiers with typewriters," who live with the troops on the post and in the field as they gather material for picture and news stories.

That staffman's story told how it felt to plunge a bayonet into a sawdust-laden dummy. In writing it, he followed two of the basic principles which are guiding PIO work here:

(1) Viking news specialists emphasize features, picture stories, and interpretive articles, leaving the hometown news item about Cpl.

Jones being promoted to sergeant chiefly to PIOs in the 47th's subordinate units.

(2) Viking staffers live the life of the men they write about. Anything the troops must do, the staffer does also.

THESE guiding principles broaden the scope of military regulations authorizing public information offices. Army Regulation 360-5, the basis for public information work, defines it as "any undertaking conducive to public understanding, confidence, and support through factual interpretation of the Army to the American people."

Now nearly a year away from their civilian newsrooms and other editorial desks, the ten men in the 47th's public information office divide their time between newswriting

and soldiering. For at the same time they are covering stories, they must carry out training assignments and fatigue details like any other soldier.

The section, organized much like the PIO in any other division, is headed by Capt. Kenneth F. Merrill, who obtained authorization for his men to wear the orange armband, 47th Division counterpart of the civilian press pass. Captain Merrill supervises the work of his art and photography specialist, his two radio men, and his six-man news staff.

Pictures and stories released by these men have been used by newspapers, radio and television stations, and magazines. One picture—of men in an assault boat being blown sky-high in a training blast—received front-page play the country over.

The Viking PIO section has pulled down some of its best play with

stories combining interviews with the we-can-do-it-too approach.

Staffers rode through Camp Rucker's dusty, rutted tank driving range to get color for a tanker's story. And to get background for other features, they have wheeled jeeps over the roller-coaster roads of the vehicle course, puffed through confidence courses and obstacle courses, crossed rivers with shock troops in rubber boats, and made an all-night patrol with military policemen.

Men of the 47th with unusual backgrounds, service jobs, or military experience make good feature copy. Staffers have interviewed the pitcher of a no-hit baseball game, the man who received a sixty-four-foot letter from his girl, the leader of a team engaged in potentially dangerous demolitions work.

Most Army functions, if described in non-military language, will draw good play in civilian newspapers. The Viking staff received multi-column headlines for stories telling how the finance section pays the troops, how the postal section distributes the mail on time, how laundry is processed by the Quartermaster Corps.

And from time to time, feature stories peculiar to Army camps crop up. One staffer has successfully publicized Camp Rucker's snake population three times.

Statistics showing the kinds of movies 47th troops seemed to prefer received the light touch for another well-played story. And a mongrel dog who was adopted by a medical detachment and went "AWOL" has probably received more publicity than the commanding general.

SPECIAL events draw all-out coverage from the PIO section. Staffers went along last May when 47th Division troops marched into towns near the post for Armed Forces Week parades and demonstrations. PIOers labored around the clock without food and sleep to cover the news, working shoulder-to-shoulder with civilian newsmen.

The section fills out its weekly file with spot coverage of accidents and major news breaks, human interest stuff, and more routine news items.

During an average month, the office sends out some 200 pictures, either accompanying feature stories or for hometown release. All photos are taken by U. S. Signal Corps photographers.

Breaking short stories are telegraphed or phoned, occasionally to points as far away as Minneapolis, in the 47th's home state of Minnesota. Routine releases are mailed.

Despite their overall youth, most of the men in the Viking PIO section

had some experience in journalism before being called into the Army. Two were handling sports on daily newspapers before their induction. One was a reporter-photographer for a large daily, another was working for a wire service, while a third was doing free-lance features.

A radio expert was called from his job with the Yankee network, while a commercial artist was adept at retouching photos.

Since being in the section, however, all have attended the six-week course at the Armed Forces Information School. The school, now at Fort Slocum, N. Y., was formerly at Carlisle Barracks, Pa.

Members of the 47th PIO section are equipped by military and civilian experience to handle any type of story that may break on an Army post. They are not sitting back in an office waiting for news to happen, but going into the field with the line troops to get at the source of the facts.

Viking staffers realize that they have the dual function of informing the public while learning the military way of life. By learning marksmanship as carefully as they learn public information policy, the men with the orange armbands consider themselves true "soldiers with typewriters."

of the country's front pages and was chosen Life's "Picture of the Week." The explosion occurred when a quarter-pound charge of TNT, intended to make a maneuver realistic, drifted under an assault craft. Nine men were hurt. This picture of a training accident, shot from the hip by an alert photographer at Camp Rucker, Ala., made many

U. S. Army Photo

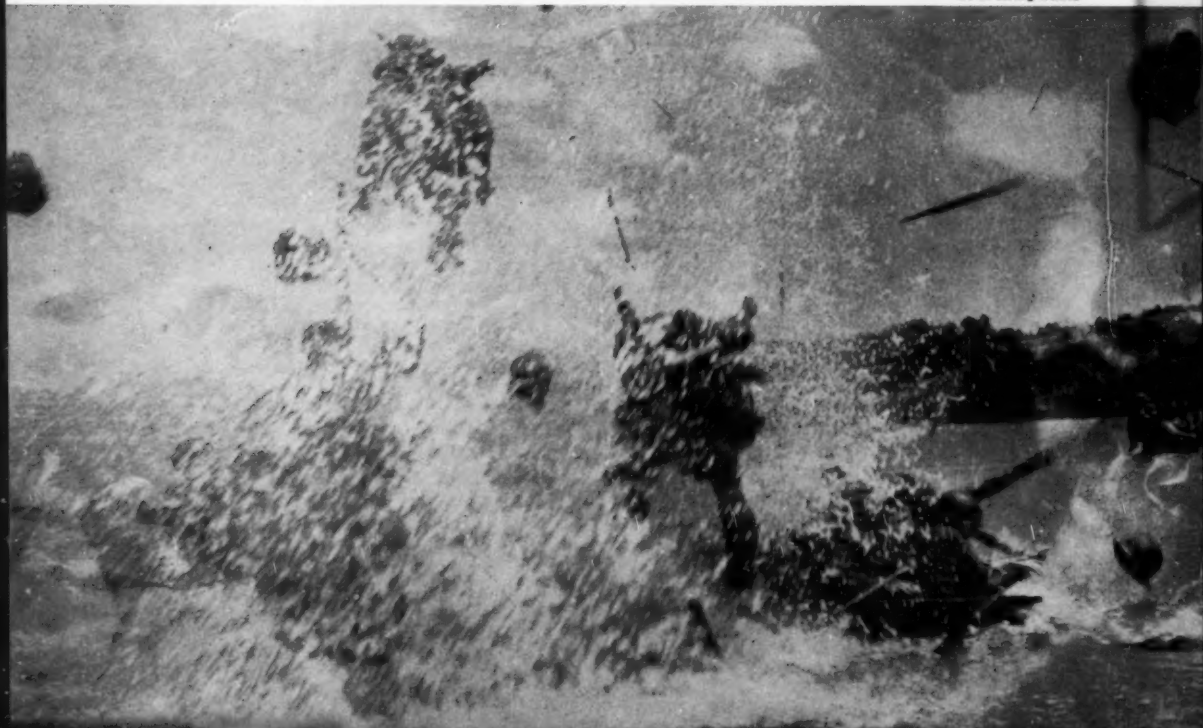


Photo-journalism Is Here to Stay

[Continued from page 10]

colleagues clutch at even the simplest suggestions for picture stories that he makes in his speaking appearances.

Few of his editor listeners seem ever to have thought of the picture stories beneath their very eyes. . . . What the engineer sees from the cab of his train into town . . . what the teacher sees from her dais in the local 3rd grade . . . what a critical observer might see in the court of the local justice of the peace. . . .

When Mr. Jones lists even an obvious selection like this, he reports, editorial pencils fairly fly. Word-trained editors have never thought through even the most obvious local picture stories. Why is this?

THE author hastens to report that he has never owned any camera more impressive than a Brownie. Yet in helping conduct what has become the largest press-photography competition in the world, he has convinced himself that newspapers are by and large treating photographers as country-cousins of the writers. He wishes to establish two points:

1. Press photography has come of age, and

2. Too many press photographers are at the mercy of picture editors who don't know a ground glass from a hole in the ground; have no training in pictorial communication; no sense of series- or sequence-photography; no sense of the responsibility of a newspaper to show as well as tell. . . .

In other words, the picture editor too often is the copy boy who happened to be sitting around with his tongue in his mouth the Saturday afternoon that the managing editor came out, inspected the city room for who wasn't busy, and said: "You—take over the picture desk."

(Believe me, no offense meant to copy boys; the offense is that of the editor who didn't look for special capabilities then and didn't bother to think of special training later.)

The tirade immediately above disposing of Point 2, let us proceed to Point 1, to wit, that press photography has come of age.

This is a general and debatable statement. I said the profession had come of age, and not its practitioners. Many have not. Just as the writing branch of reporting attracts its share of juveniles who want to play Cops-

and-Robbers or Private-Eye, so the photographing branch has had its share of oafs and just plain jerks.

However, press photographers appear to be thinking more about policing their profession than are the press writers. Maybe the reason is that the photographer who gives all other photos a bad name is so much more evident than the comparable writer. They might do equal damage, but everybody saw the irresponsible photographer; they only vaguely sensed the irresponsible writer.

Of the photographer, Wilson Hicks, former executive editor of *Life*, has written:

"His work forces exhibitionism on him. He must stand on his head or lie on his belly to get that picture. He must pop flash bulbs in people's faces, trip noisily over extension cords at bigwig dinners. He must intrude on a person's most intimate emotional moments . . ."

DOES the photographer have a consciousness of his "coming of age?" He does. The National Press Photographers Association, professional organization of some 1,800 of the working news cameramen—perhaps 60 per cent of all so employed on dailies—has a code of professional ethics that would astonish and, unfortunately, amuse too many press writers.

The press photos, through NPPA, have got themselves canons. This, to the newspaper writer, smacks of undergraduate-ism. That is to the writer's, not to the photog's, shame. The NPPA type of canons stem from an admixture of professional determination to see the job done and human conviction that no one should be unnecessarily hurt in the doing.

Hear the words of Joseph Costa, chairman of the board of NPPA, the talented photographer of *King Features*:

"As a group, the press photographers have a new awareness of their responsibilities in the public interest. They have become seriously concerned with the new requirements of their craft as technological developments daily enlarge the fields in which they can serve the public. The press photographer of today stands ready to fulfill his role as visual reporter and documentarian of the age."

The author wishes to add his per-

sonal testimonial to the above statement. He is willing to match both the moral integrity and the economic importance of press photographers, as a class, against press writers, as a class. Granted, to a profession dominated by writers, this is heresy. But it may heretically offer a way out for moribund fractions of the nation's press.

Dean Burton Marvin of the William Allen White School of Journalism at the University of Kansas tells of the relatively recent but increasing demands on his institution to produce men capable of both writing and taking pictures. In metropolitan areas, newspaper unions might not like this; in the small-town-daily field they seem not to discourage it. They shouldn't.

It may mean the salvation of papers, and the security of jobs. Alert small-town editors would not be talking about pictures if they did not realize that pictures in many cases mean circulation, which spells revenue, which spells survival.

There exists a certain mental attitude that would say: Well, if the only way we can save the nation's press is to turn it over to the photographers, then it isn't worth saving. So?

Freedom (and responsibility) of the press means freedom (and responsibility) of men to communicate with one another. The Constitution of the United States did not say such communication must be only with words, not pictures. There is in the English-speaking world no decree saying that the right to investigate, crusade, expose, shall be limited to those who communicate with the written word.

TO those accustomed to thinking of the art of communication as an art of remote mental judgments, practiced in repose over a typewriter, the notion of communication on the firing line with a light source and a chemical emulsion may, the author realizes, be quite shocking. It smacks of the perversion of culture. It smacks of television vs. the Great Books; it smacks of ideas-by-osmosis vs. ideas-by-mental-sweat. And yet . . .

Can any culture, beset by mortal enmity, forswear any tool that helps it interpret itself to itself? Can any culture, in the vernacular, reject any of its arts because they aren't arty enough?

This, then, is one resounding personal vote for the press photographer. He is a thinker, doer, craftsman, creator, idealist, artist, packhorse and communicator rolled into one. He is doing the best he can. And for the press of the United States, this often turns out to be very good, indeed.



Three European journalists talk with the author. From the left are Sven Ludvigsen, Danish State Radio; Billard, who is science editor of *Pathfinder* magazine; Piere Martinotti, *Nuova Stampa*, Turin, Italy, and Carlos van Bellinghen, director of cultural and press relations for the Belgian Ministry of Foreign Affairs at Brussels, Belgium.

Journalistic Hands Across the Sea

By JULES B. BILLARD

Washington newsmen take visiting foreign journalists home to learn how Americans live. They have something other journalists might copy.

"ORANGE juice would be nice, but please—don't . . . it's too much trouble to squeeze."

It was a visiting Belgian journalist talking with his American host.

The American newsmen laughed.

"Come on out to the kitchen," he said, "I have news for you."

A minute later, by the clock, the bug-eyed foreigner got his first taste from a can of frozen concentrate.

The incident occurred in a suburban home recently in connection with a newly launched program of the Washington Professional Chapter of Sigma Delta Chi. The program—one primarily of hospitality—was devised not only to introduce newsmen

from abroad into such intricacies of American life as television and automatic dishwashers, but also the American concept of a free press and its role in a democracy.

THE journalistic fraternity members felt that guests from across the Atlantic or Pacific would be interested in U.S. home life and how U.S. newsmen work—as well as in the usual sightseeing.

They wanted, too, to make use of the opportunity to tell their counterparts from other lands about the American concept of freedom of the press . . . and what it means, with all its ramifications pertaining to the gathering, writing and distribution

of news . . . and how Americans like to enjoy the same journalistic freedom in other parts of the world.

Two branches of the federal government are cooperating in the program—the Departments of State and Defense. Each is helping to arrange introductions of American and foreign journalists. Sigma Delta Chi members take it from there.

Plans for the program were outlined in a letter from the Washington Chapter president, Howard L. Kany, to Assistant Secretary of State Edward E. Barrett. Mr. Barrett referred the matter to Francis J. Colligan, director of the department's Division of Exchange of Persons, and Mr. Colligan responded as follows:

"The Washington Chapter's offer of cooperation could not be more welcome, and I should like to extend the department's sincere thanks. Although the department is responsible for bringing these visitors to the United States, in the last analysis it is the private American citizen and organizations whom the visitors meet during their travels who actually implement this program of furthering international understanding.

"Without the constructive interest of organizations such as yours, the program could not exist.

"It is also most gratifying to know that the Washington Chapter hopes to interest the other Sigma Delta Chi chapters in offering similar services in other cities. The assurance of such established contacts would be an invaluable help to our visitors."

The hope expressed by Mr. Colligan reflects the hope expressed by Dick Fitzpatrick, Washington Chapter delegate to the recent convention of Sigma Delta Chi in Detroit.

Experience to date in Washington has been enlightening both to foreign visitors and to American newsmen. Discussing salaries, a Parisian told his magazine writer host that the average U.S. newspaperman's salary is three times as high as that of his French counterpart.

An Italian, hearing an American trade paper editor describe how he had worked up from the bottom, remarked that such a thing could hardly have happened in his country. There jobs are fewer, for one thing. And top ones are largely handed down family-wise or on the basis of social position; a college professor may be asked to head the staff of a newly-formed paper, rarely a journalist up from the ranks.

THE tremendous number of pages in a single day's issue of a big metropolitan paper left newsprint-starved foreigners gasping. But their main interest was in how American journalists worked and lived—which confirmed the ideas of the Washington Chapter Sigma Delta Chi.

It all grew out of the State Department's Exchange of Persons program. State could bring opinion leaders and key people from foreign countries to the U.S. It could set up conducted tours and fix up official interviews. But it lacked the machinery to put visiting journalists in touch with the working newspaperman—the very individual the foreigner wanted to talk shop with.

The Washington Chapter lined up members who could act as informal hosts—taking a visitor to lunch, let-

ting him tag along during a day of Washington newspaper or magazine work, inviting him home for an evening. Especially tabbed were those who had a smattering knowledge of a foreign language.

THE program rolled along in slow motion, geared to the arrival of the occasional visitor, when the Defense Department's North Atlantic Treaty Organization group heard about the set-up. The NATO people, in cooperation with the State Department, were bringing over from a dozen to a score of foreign newspapermen every month on an organized tour of U.S. bases and defense plants.

They were carefully-screened writers and editors who were being given the opportunity to see—and write about for home consumption—this country's measures for strengthening the defense of the Western world. Would the Washington Chapter give the newspapermen from NATO countries "hospitality" treatment?

The chapter would. And did. A group of sixteen were guests of members at a luncheon. Later, a dozen attended a discussion forum held by the journalistic fraternity. When Princess Elizabeth and her Philip came to the United States, the Washington

Chapter cooperated with the National Press Club at a reception for visiting British newsmen. And at each came opportunities for the shop talk and visits-to-the-home.

"There's no reason why the idea can't be expanded to an activity for chapters all over the country," Fitzpatrick says. "It would give the foreigner a contact point in most of the American cities to which he would likely go. And it is an experience as broadening and satisfying for the host as it is for the visitor."

But he hopes there'll be no repetition of the family crisis precipitated in one suburban Washington household. The dutiful Sigma Delta Chi wife had knocked herself out getting dinner, then was left alone with an editor from Antwerp while her spouse went down to the French embassy to pick up two latecoming Parisian newsmen. The Belgian spoke English with difficulty, and when his friends arrived, he said in French:

"Is it a relief to see you! For forty-five minutes I've been having to talk English to this dame and I'm fed up with it all."

It was the only thing her college study of French enabled her to understand all evening.

A House Organ Editor Can Enjoy His Job

(Continued from page 15)

complete layout on our own stories and rewrites; occasionally one or the other of us handles them all. And when galley proof arrives from our printer, we both drop everything and spend the day with pastepot and scissors doing our page dummyming.

All this may not sound as exciting as hurrying to cover a fire. It isn't. I sometimes find myself wishing for the days when there was something different breaking in the news room every day. But to substitute for this first-hand look at today's news there is the considerable satisfaction that your readers are receiving a publication that is your own creation.

If the pages look well-balanced and the photos bleed off where they should, you can take the credit. Conversely, if the writing is awkward and the layout ill-conceived, you can resolve to do better next time.

Most house organs association magazines get readers on a silver platter. There are few circulation-building

tactics to worry about; the principle emphasis is on ideas. Here is my editorial compass—the Jaycee Creed:

We believe—

That faith in God gives meaning and purpose to human life;

That the brotherhood of man transcends the sovereignty of nations;

That economic justice can best be won by free men through free enterprise;

That government should be of laws rather than of men;

That earth's great treasure lies in human personality;

And that service to humanity is the best work of life.

As editor of *Future* my job is to try to make these beliefs come true. I doubt if many journalism ethics classes could come up with a better statement of good journalism's goal.

Today's journalism graduates would do well to investigate the opportunities in the house organ field.

Nominations Invited for

1952 SIGMA DELTA CHI AWARDS IN JOURNALISM

Nominations for the 1952 Awards in Journalism to be made by Sigma Delta Chi, Professional Journalistic Fraternity, are invited now. Nominations may be made by the author of the work, the publication or radio or television station or any other party. All awards, except for Public Service in Newspaper, Radio and Magazine Journalism, are offered to individuals on the basis of specific work done by Americans and published, broadcast or televised in the United States during the period of January 1, 1951 to December 31, 1951. Awards are offered for excellence in the following fields:

- * Research About Journalism: For an outstanding investigative study about journalism based upon original research, either published or unpublished and completed during 1951.
- * General Reporting: For a distinguished example of a reporter's work.
- * Radio or TV Reporting: For a distinguished example of spot news reporting for radio or television.
- * Magazine Reporting: For a distinguished example of current events reporting appearing in a magazine of general circulation.
- * Editorial Writing: For a distinguished example of an editor's work.
- * Editorial Cartooning: For a distinguished example of a cartoonist's work.
- * Radio Newswriting: For a distinguished example of a radio newscaster's or commentator's work.
- * Washington Correspondence: For a distinguished example of a Washington correspondent's work.
- * Foreign Correspondence: For a distinguished example of a foreign correspondent's work.
- * News Picture: For an outstanding example of a news photographer's work.
- * Public Service in Newspaper Journalism: For an important public service rendered by a newspaper in which exceptional courage or initiative is displayed. Nominations are to be accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the newspaper in its undertaking and the results obtained.
- * Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station or network through radio journalism.
- * Public Service in Magazine Journalism: For an exceptionally noteworthy example of public service rendered editorially or pictorially by a magazine of general circulation. Nominations to be accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the magazine in its undertaking and the results obtained.

Nominations are not made on any specific forms but each must be entered in a specific division and be accompanied by clippings, manuscript, recording or film with the name of the author, name of publication or broadcasting or telecasting station, and date of publication or broadcast or telecast. Also, a statement revealing the circumstances under which the assignment was fulfilled should accompany the nomination, providing the circumstances were of significance. A nomination entered in more than one division requires a separate entry for each category. Manuscripts, clippings and recordings will not be returned unless written request and return postage accompany the entry.

JUDGING—The material submitted for consideration for the awards offered to individuals will be judged by a jury of veteran and distinguished journalists. All decisions will be final. Any award may be withheld in case the judges decide that none of the material submitted is worthy of special recognition.



February 11, 1952 Deadline for Nominations

Nominations and accompanying material must be received by February 11, 1952 and should be addressed to:

Sigma Delta Chi Awards in Journalism
35 East Wacker Drive
Chicago 1, Illinois

Additional information may be secured from Victor E. Bludorn, Executive Director, Sigma Delta Chi, at above address.

The awards proper consist of bronze medallions with accompanying certificates.

The Book Beat

By DICK FITZPATRICK

COMMUNICATIONS research, as a science in the United States, is showing signs of getting below superficial facts regarding media.

We will always need to know what kind of readers, listeners, or viewers media have as well as what they like to read, hear or see. But if we are to engage in effective communication, we must get below the surface. This can be accomplished through depth studies of human beings in relation to mass media.

Another method is content analysis which is used in a new study—*Martha Wolfenstein and Nathan Leites' "Movies: A Psychological Study"* (The Free Press, Glencoe, Illinois, \$4.00). The authors sought to find the recurring themes in American films. They found three. This 316-page indexed book is a study of relationships. As the authors point out:

"We . . . look systematically at such regularities and variations in the treatment of certain major relationships (in films).

"The first chapter focuses on the relation between lovers and loved ones, and details how the course of love appears in the films. The second deals with parents and children and other familial relations. It shows how manifest parent figures are depicted and also attempts to uncover some of the latent feelings in relation to parents which are expressed in more disguised form. The third chapter is about violence and analyzes the relations between killers and victims, the interplay between the criminal and the investigator, and the ways in which the agents of justice deal with the guilty and innocent."

A fourth chapter deals with the relations between the onlooker and the professional public performers. The last chapter includes a series of interesting conclusions. One of these is that basically American films give a false impression in the beginning of stories which permits one to view the person as bad whereas in reality you have just been fooled, they were really good all the time. The authors say, "What the plot unfolds is a process of proof. Something is undone, rather than done: the false appearance is negated."

This excellent study which makes use of many of the hypotheses of psycho-analytic theory shows a method of analyzing any communication

which is woven out of one's "day dreams."

"*Movies: A Psychological Study*" is important to people in the journalism field for many reasons. It gives the reader an understanding to some extent of the mechanisms that operate when the public is being entertained. This knowledge will supply much insight into reader, viewer, listener motivation. This knowledge should help us understand how we can better convey information to the public. For the person who is interested in creative writing, here is a theory derived from what actually is presented to the people and what they accept.

It is recommended as an introduction to the field. It is an eye-opener. You may not agree with all the interpretations contained therein, but this book will most certainly cause you to think about the problems of reaching people and what goes on inside their mind after they have been "stimulated" by communication.

ANOTHER first in the field is Leo A. Handel's "*Hollywood Looks at Its Audience: A Report on Film Audience Research*" (University of Illinois Press, Urbana, Illinois, \$3.50).

In addition to an introduction by Columbia University's brilliant researcher, Paul F. Lazarsfeld, the book includes chapters on the development and nature of film audience research, some problems of film audience research, tests before production begins, studies during the production, tests after the production, advertising and publicity research, the audience, the film in relation to other media of mass communication, content analysis of movies, and their effect.

In this 240-page book, Handel covers these subjects clearly and concisely with many suggestions for further study. He includes a seven-page bibliography on film audience research and related fields.

Handel deserves congratulations for doing a good job in bringing together the material on an important field in communication research. While there is no other similar study to which to compare this work, it is nonetheless a good job on the common principles of social research studies.

In his foreword, Lazarsfeld makes this interesting observation:

"The reader will not find in this text any attempt to connect film re-

search with the broader social and political problems of our time. But he would probably find it nowhere. This brings up a final and very important point of view from which a text like the present one should be viewed. We do not yet have any real integration of communications research in the broader concepts and problems of social science.

"This is partly due to the youth of the whole communications field. But it is still more due to an unfortunate separation of experience and training. The general social scientist does not yet know the findings of the communications research student; the practitioner of communications research often has no training in the general social sciences."

THE intimate connection of the motion picture with television makes the publication of Raymond Spottiswoode's "*Film and Its Techniques*" (University of California Press, Berkeley and Los Angeles, \$7.50) particularly noteworthy. This is an up-to-date introduction to the science of the film.

The book is complete, covering everything from the inception of a film to the finished product. The author also speculates at length about the future of the movies.

The back of the 516-page book includes an epilogue, a ninety-two page glossary of film terms, an eighteen-page bibliography, an index of films, as well as a general index. The glossary is a particularly good job.

The author observes "Film is refractory and will only yield its satisfactions to those who accept and master its strict disciplines. Hence, while concentrating principally on the science of the film, we may hope through this study to further a much more important aim—the use of film as a tool for communicating ideas."

Spottiswoode successfully fulfills these two purposes. He describes in detail, but not to the point of being boring, what goes into making a film. In addition he furnishes enough insight into the medium so that those in public relations and other fields which must make use of the film do get an idea on its use as a "communicator" of ideas.

This is the best and most comprehensive text on the motion picture film that has come to this reviewer's attention in recent years.

The views of a Russian film expert are presented in V. I. Pudovkin's "*Film Technique and Film Acting*" (Lear Publishers, New York, \$3.75). This is an English translation of two books published in 1929 and 1933.

From Quill Readers

Editor, The Quill:

Congratulations on your fine editorial "The Campus Press Is Journalism," in the December QUILL, and particularly the understanding treatment of the Michigan State College "Code for Student Publications."

I hope the code makes it apparent that we at Michigan State College do consider our newspaper is a real newspaper, not a classroom gimmick, PRO tool, or "official organ." Our feeling is that a campus newspaper must serve two functions—to meet normal news demands and to provide practical experience—and that neither of these functions will be served unless that newspaper is a newspaper in the full sense of the word. There is only limited experience value for a student in a position where he is not permitted to assume responsibilities, and we want our students to receive the widest values on the Michigan State News.

You suggest there might be a "joker" in my explanation that the code may serve as a guide in apparent conflicts between student editorial desires and the long-range interests of the college. Why? When a professional editor acts in a way which "annoys large sections of the citizenry" it is fair to assume he does it in a long-range interest—for their ultimate good. (I assume we may except attention-getting promotion deals?)

The peculiarity about campus journalism that requires such codes as this is simply that all workers are transient, lacking background and property commitments which would enable them better to view things from a long range. It is quite true that even under our code it might be possible for an "administration" to "persuade" students to act contrary to good newspaper principles, but that is a situation which could develop in any given student newspaper—any newspaper—situation.

At Michigan State College—may I say it?—we have confidence that the administration views student newspaper experience sympathetically and understandingly and is not likely to employ such persuasion. We are fortunate in that respect.

W. F. McIlrath
Director of Student
Publications
East Lansing, Mich.

Editor, The Quill:

I like the hell out of the new QUILL,

THE QUILL for February, 1952

but I wish you would have more pieces about how us feature writers don't know how to write features.

You seem to hit every other angle possible. Maybe you could give us some ideas.

Things are bad all over.

Harmon W. Nichols
United Press

Washington, D. C.

Editor's Note: One thing that has made it difficult to get articles about how to write features is that practically nobody will confess to being a feature writer. Now that we have Mr. Nichols on record, how about it?

Editor, The Quill:

The caliber of The QUILL seems to improve, year by year. Keep up the good work. I must congratulate the American press, especially its editorial pages, for their stand for better government and policy out of Washington.

The people are awake and angry. Here in Colorado I have contact

with a great many ordinary people in out-of-the-ways places. They are quiet, sincere and hard-working. They love their mountains and the small communities in which they live.

But as you talk to them, you detect a manner and a voice that seems strange in the secluded beauty of some valley. They realize that peace, war or depression are affairs of the people, and that representation must be of the people, and that much of their elected government seems to have become a corrupt, political viewpoint aimed toward selfish and stubborn interest. They are ashamed of those responsible; they thank the press for the privilege of truth.

Robert H. Bliss

Canon City, Colo.

Editor, The Quill:

Thanks for the editorial in the December QUILL. As former editor of a university daily, I know the meaning of a day-to-day fight against attempts at control by faculty and administration. Membership in Sigma Delta Chi is a source of pride when such material as "The Campus Press Is Journalism" appears in The QUILL.

Leonard Zweig

Cambridge, Mass.

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PUBLIC RELATIONS MAN—creative, aggressive; 15 years experience and recent M.A. in P. R. Knowledge of research, personnel management. Journalism instructor. THE QUILL, Box 293.

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Radio reporter-newscaster, 4½ years experience, wants better job. Now editor for regional station with little local news. Gladly work under top-flight newsmen, anywhere. Education, experience, pay off! Box 306, The QUILL.

SPORTS SPECIALIST—Young man, 23, Michigan journalism graduate, desires newspaper or radio-TV connection. Statistics, writing, public relations, and broadcasting experience. References furnished. Prefer Midwest. Available now. Box 340, The QUILL.

ENGINEER-JOURNALIST. Assoc. editor nat'l engineering magazine, experience editing, layout, rewrite, reporting plus some publicity and advertising. Graduate civil engineer. Seeks further responsibilities technical magazine field, house organ, allied fields. Box 309, The QUILL.

NEW JERSEY

Ex-vet and journalism graduate; aggressive, draft-exempt wants reporter job on weekly. I have 1½ years experience in circulation dept. Will accept beginner's pay. Box 355, The QUILL.

Draft-proof vet. 26, hard worker, B.A. in English, M.A. in Journalism. Phi Beta Kappa, desires reportorial work on daily. Prefer East but go anywhere. Box 331, The QUILL.

NEW YORK

SOUTHERN METHODIST JOURNALISM GRAD., 26, single, with editorial experience in Amusements and Literary fields, would like to be of service to you. City life preferred. Box 127, The QUILL.

ADVENTURE-SEEKING Reporter-writer eyeing alert dailies or European-Far East beat. OSS vet, 26, BS in J, MA in Government, pilots license and free to roam. Serious, sober, sensible. Box 145, The QUILL.

Nat'l Magazine experience editing, reporting, rewriting, headwriting, layout and art specifications, page okaying, the works; Phi Beta seeks betterment mag. field, pref. general. NYC. Upward \$75. Box 181, The QUILL.

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Fibber McGee has been going to clean out that overstuffed closet of his for many a year now.

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